26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION FEBRUARY 18, 1957 35¢ PER COPY

IN THIS ISSUE: COMPLETE INDEX PAGE 10

Senate committee staff proposes FCC authorize pay tv test — Page 27

Spot tv in 1956: TvB puts it at $397,498,000 — Page 29

ABC-TV says it's threatening NBC-TV's second-place ranking — Page 66

$10 million Alvarez suit says Wrather group forced her out — Page 89

Cover as much as 80%

OF MICHIGAN'S RICH 9½ BILLION DOLLAR MARKET

Save as much as 15%

BY USING 2 OR MORE KNORR STATIONS

Want to cover a great big 80% of Michigan's 9½ billion dollar market? You can . . . and most effectively with Knorr Broadcasting Corp.'s 4 powerful community stations. Here, in a 15 county area, News-Music-Sports minded listeners keep their radios tuned to the stations that offer the most of what they want most! And, Knorr stations are, by actual survey, the best dollar buy in each of their 4 rich markets!

BUY ALL 4 STATIONS
Save 15%

BUY ANY 3 STATIONS
Save 10%

BUY ANY 2 STATIONS
Save 5%

WKMH
Dearborn-Detroit

WKMF
Flint, Michigan

WKHM
Jackson, Michigan
Jackson Broadcasting & Telecasting Corp.

WSAM
Saginaw, Michigan

CALL, WRITE OR WIRE HEADLEY-REED TODAY

KNORR BROADCASTING CORPORATION

How to build and keep a radio audience

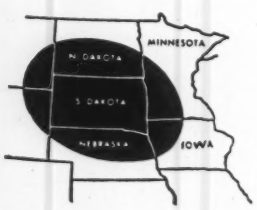
Bowling is the bigtime pastime in WNAX-570's Big Aggie Land. And each year WNAX-570 highlights the sport by sponsoring the WNAX Bowling Tournament.

In the past 7 years: 60,000 bowlers have competed for $175,000 cash, and $36,000 merchandise prizes.

This year: 8,000 bowlers will try for $28,000 cash, $5,000 merchandise prizes.

And all the 2¼million people in Big Aggie Land can follow the tournament's progress each day on Les Davis' "Today in the World of Sport" over WNAX-570. A tremendous number do.

Sports promotion like this is one of the ways WNAX-570 builds and keeps one the best radio audiences in America.



BIG AGGIE LAND
190 counties in parts of 5 states in the Mid West's Great Upper Missouri Valley.
660,950 families with $2.8 billion to spend.
80% of them hear WNAX-570 3 to 7 times a week.

Represented by Katz

WNAX-570

CBS Yankton, South Dakota
A Cowles Station.
Under the same management as KVTV Channel 9, Sioux City, Iowa.
Don D. Sullivan, General Manager.

...a New Hi-Sign on Michigan's Skyline!

Now...maximum tower (1023 feet)
maximum power (100,000 watts)
maximum outstate coverage

Located in the geographical center of Michigan . . . completely surrounded by populous cities and thickly settled urban and farm areas . . . an enviable spot occupied exclusively by WJIM-TV.

Lansing
Saginaw
Bay City
Flint
Pontiac
Ann Arbor
Jackson
Battle Creek
Kalamazoo
Grand Rapids
Mt. Pleasant
Midland

WJIM-TV

Channel 6 Lansing

NBC...CBS...ABC

Represented by
PETERS, GRIFFIN, WOODWARD INC.

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This one television station delivers four standard metropolitan area markets plus

- 917,320 TV sets
- 989,605 families
- 3½ million people
- $3⅔ billion retail sales
- $5¾ billion annual income

WGAL·TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

CHANNEL 8 MULTI-CITY MARKET

closed circuit®

NEW FIELD FOR AB-PT • Electronics manufacturing may be in future of American Broadcasting-Paramount Theatres. AB-PT now has interests in three small research, development and manufacturing firms which have stable of top scientific talent. From this stable has come prototype of powerful transistor potentially valuable in broadcasting. If gadget proves practical, it will be put into production.

B•T

AGENCY media executives are beginning to express concern that tv stations are slipping in too many spots—and trying to hide that fact. One official said he'd been shown log of southern station which on its face appeared to be in order but that he later discovered station was scheduling additional spots without logging them. Other executives are fearful that practice is growing.

B•T

AWAITING VACANCIES? • Appointment of former Congressman Harris Ellsworth (R-Ore.) as member and probably chairman of Civil Service Commission, effective March 1, does not necessarily preclude his eventual move to FCC if and when Republican vacancy occurs. Mr. Ellsworth, Roseburg, Ore., publisher and former part owner of KRNR, expressed desire for FCC appointment when consulted by White House officials after his loss to Democratic opponent. He thought himself best qualified for that agency [B•T, Dec. 31].

B•T

ALSO very much in running for any FCC Republican vacancy is George H. Clinton, Parkersburg, W. Va., broadcaster who served as chairman of radio and television committee in that state during last campaign. He recently has been informed that he's in line, it's reliably learned. Meanwhile, FCC Chairman George C. McConaughey still has not made up his mind whether to seek reappointment. His present term expires June 30.

B•T

PULLEN PROMOTION • Weston C. Pullen Jr., head of Time Inc.'s expanding broadcast activities, reportedly due for elevation to Time Inc. vice presidency in immediate future, continuing in charge of radio-tv affairs. Among his most recent accomplishments was negotation of $15,750,000 purchase of three radio and three tv stations from Bitner interests [B•T, Dec. 24, 1956], FCC application for which is expected to be filed within few weeks.

B•T

WAYNE COY, whose health for while had beclouded exact extent of his future role in Time Inc. radio-tv affairs, now has doctor's go-ahead and is expected to head corporation which, following Time Inc. acquisition of Bitner properties, would operate WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis-St. Paul. He's currently president and co-owner with Time Inc. of KOB-AM-TV Albuquerque, which they've sold to Stanley Hubbard's KSTP Inc., subject to FCC approval.

B•T

CRASH LANDING? • Look for legislation to be introduced in Senate to prohibit certificated airlines from entering business activities other than that in which they are primarily engaged. Bill would be sure to get thorough airing before Senate Commerce Committee's Aviation Subcommittee headed by Sen. A. S. Mike Monroney (D-Okla.), who made futile request to FCC not to act on Miami ch. 10 contest (in which National Airlines was awarded tv permit) without consulting Civil Aeronautics Board and without Senate hearing on principle of airline, as firm eligible for government subsidy, receiving tv permit. Sen. Monroney said Friday he definitely will ask FCC questions March 5 on Miami grant.

B•T

ALTHOUGH Robert E. Kintner has been with NBC only since Jan. 2, he already has recevied one important promotion, taking over tv programming and sales, which is top drawer assignment [B•T, Feb. 11]. Insiders will tell you that his star continues in ascendency, with prospect that he is headed toward No. 2 position, whether it's as top executive vice president under President Robert W. Sarnoff or as president under Board Chairman R. Sarnoff (NBC board chairmanship is now vacant).

B•T

AUTOMATION ON TAP • There'll be eye-openers aplenty at NARTB Engineering Conference April 8-11 but none more intriguing than automatic recording equipment that will keep complete radio station log and maintain directional arrays in adjustment. Another surprise will be method of restoring fatigued image orthicon camera tubes ($1,200 item) and doubling their life.

B•T

ACCOUNT executives of CBS Film Sales, meeting today at St. Regis Hotel, New York, will be told that hereafter advertisers on film syndicated shows will get consolidated bill for time and talent, instead of individual station bills. Film firm will do bookkeeping job for clients and give agencies only one bill. Salesmen reportedly will also be told that in future stations running any CBS Film Sales shows, such as Gene Autry, Amos 'n' Andy *or* Range Rider, *on strip basis instead of once a week will earn up to 75% discount from one-time rate.*

B•T

ONE OF THOSE CRUISES • Both NBC and CBS are vying for closer tie-ups, even to extent of ownership, of Central American tv affiliates, now that microwave interconnections are in sight, along with practical use of video tape recording through Ampex development. On heels of visit of NBC Executive Vice President Charles R. Denny to Havana, Cuba, and other islands, CBS also is planning overtures in same areas and in Panama. Presumably conversations go to stock interest, partnerships or full acquisition of properties since such ownership would not be affected by multiple ownership limitations which apply directly to territorial United States.

B•T

MEXICO's fabulous Azcarraga-O'Farrill interests plan to begin operation at Tijuana (below San Diego) on ch. 12 in about 60 days and in Mexicali (below El Centro, Calif.) on ch. 3 in about four months. Ch. 12 is now used in Fresno, but is earmarked for Santa Barbara, where possibility of interference with proposed Tijuana operation has been raised. Proposals are pending to shift assignment to Bakersfield from Santa Barbara but this would require separate rulemaking.

B•T

REMOTE CONTROL • Whatever happened to NARTB-sponsored proposal to permit all standard broadcast station transmitters to be operated remotely—regardless of power or whether antenna directionalized or not? Petition was filed Feb. 12, 1956, proposed rule-making issued by FCC on April 12, 1956 and comments and reply-comments submitted by Oct. 12, 1956. Near as can be determined, case is still sitting in Broadcast Bureau's Rules & Standards Div. because, it's said, there is no one available to write memorandum for commissioners. Staff has been heavily involved in recent months on deintermixture matters.

B•T

NOW it's going to be "pocket-sized" markets for spot tv test by pocket-sized Reader's Digest. *Convinced by recent campaign in 30 markets that spot tv can boost newsstand sales in large cities, magazine is getting ready to go into 15 smaller markets to see what 10 station break spots per week can do in secondary areas. Test will run Feb. 25 through March 3. BBDO, New York, is agency.*

B•T

WEEKEND SPORTS • CBS-TV is quietly working toward well-rounded, year-around sports format for weekend afternoons. It's understood advertisers are willing to go along with idea. Schedule this year includes pro football (regional, already signed up for fall), college bowl games, National Invitational and NCAA basketball tournaments, *Game of The Week* baseball (purchased by Falstaff beer, Marlboro cigarettes, and American Safety Razor Co.) and pro hockey.

Latest
METRO PULSE
WHB first all day and night. WHB first 360 out of 360 quarter-hours. In and out of home, Mon.-Fri., 6 a.m.-midnight.

Latest
AREA PULSE
WHB first all day. WHB first 263 out of 288 quarter-hours. 25 second place ¼'s, none lower. Mon.-Sat., 6 a.m.-midnight.

Latest
AREA NIELSEN
WHB first all day and night, with 42.7% share of audience. WHB first every time period. Mon.-Sat., 6 a.m.-6 p.m.

Latest
HOOPER
WHB first all day with 42.2% of audience. June-Sept., 4-month average. Mon.-Fri., 7 a.m.-6 p.m.; Sat., 8 a.m.-6 p.m.

at WHB . . . 87% renewal

87% of WHB's largest billing local accounts in 1955 . . . renewed in 1956!

Sure, WHB dominates Kansas City on every national survey. Sure, Storz Station programming quality attracts tremendous audiences —which in turn attract advertisers. But it takes *results* to make local advertisers come back for more. And WHB is Kansas City's *results station*. So much so, that WHB has a higher percentage of renewals for both local and national advertisers than any other Kansas City radio station. Talk to the man from Blair, or WHB General Manager, GEORGE W. ARMSTRONG.

WHB
10,000 watts—710 kcs.
Kansas City, Missouri

The Storz Stations
Today's Radio for Today's Selling

TODD STORZ
President

WDGY	WHB	WQAM	KOWH	WTIX
Minneapolis-St. Paul	Kansas City	Miami	Omaha	New Orleans

Represented by John Blair & Co. | *Represented by Adam Young Inc.*

at deadline

NATIONAL TV IN 1956: $885,655,634

TV TIME SALES to national advertisers last year totaled $885,655,634; of that amount, $488,167,634 was network billing, with $397,498,000 spot (see page 29 for story on spot billing figures). Network figures were released for December and for 1956 Friday by Publishers Information Bureau. December network gross total of $44,761,571 was 13.6% ahead of December 1955; year's network gross was 20% above previous year's billing.

Fourth quarter network gross totals $134,307,142. Combined with fourth quarter spot billing, overall total is $242,149,142 compared to $203,314,502 combined total for third quarter. CBS-TV showed biggest increase for December (19.4%), while ABC-TV had highest gain percentage-wise for year (49.3%). CBS-TV totaled $223,520,382 in gross billing for 1956.

Gross time charges far each of networks, showing December and annual comparisons:

NETWORK TELEVISION

	Dec. 1956	Dec. 1955	Percent Change
ABC	$ 6,699,450	$ 6,301,578	plus 6.3
CBS	20,395,400	17,086,161	plus 19.4
DuMont			
NBC	17,666,721	16,010,878	plus 10.3
Total	$44,761,571	$39,398,617	plus 13.6
	Jan.-Dec. 1956	Jan.-Dec. 1955	Percent Change
ABC	$ 76,726,129	$ 51,393,434	plus 49.3
CBS	223,520,382	189,018,121	plus 18.3
DuMont		3,102,708	
NBC	187,921,123	163,384,796	plus 15.0
Total	$488,167,634	$406,899,059	plus 20.0

NARTB Radio Nominations In; Ballots Due Back March 6

TWO-SCORE broadcasters were nominated last week for 17 vacancies on NARTB Radio Board—nine odd-numbered district directors and eight directors-at-large (large, medium, small, fm stations). District directors will be elected for two-year terms starting after April 7-11 NARTB convention. In at-large group, one each will be elected for two-year and one each for one-year terms, starting at same time. At-large directors with largest number of votes will serve two years, second largest one year.

Election ballots will be mailed to NARTB radio members tomorrow (Tuesday), returnable March 6. Following are nominees:

Dist. 1—Daniel W. Kops, WAVZ New Haven, Conn.; H. William Koster, WEAN Providence, R. I. Dist. 3—Donald W. Thornburgh, WCAU Philadelphia; Cecil Woodland, WEJL Scranton, Pa. Dist. 5—Ed Dunbar, WBBQ Augusta, Ga.; Hugh M. Smith, WCOV Montgomery, Ala.; Malcolm Street, WHMA Anniston, Ala. Dist. 7—Robert T. Mason, WMRN Marion, Ohio; Gene Trace, WBBW Youngstown, Ohio. Dist. 9—Charles C Caley, WMBD Peoria, Ill.; William Holm, WLPO LaSalle, Ill.

Dist. 11—Tom Barnes, WDAY Fargo, N. D.; Ray Eppel, KORN Mitchell, S. D. Dist. 13—Charles W. Balthrope, KITE San Antonio; Alex Keese, WFAA Dallas Dist. 15—Joe D. Carroll, KMYC Marysville, Calif.; L. E. Chenault, KYNO Fresno, Calif.; J. G. Paltridge, KROW Oakland, Calif. Dist. 17—Tom Bostic, KIMA Yakima, Wash.; Jimmy Dunlevy, KYJC Medford, Ore.

Large Stations—Harold Hough, WBAP Fort Worth; Paul W. Morency, WTIC Hartford, Conn.; John M. Outler Jr., WSB Atlanta (present Radio Board chairman); John F. Patt, WJR Detroit.

Medium Stations—R. O. Dunning, KHQ Spokane, Wash.; Cecil B. Hoskins, WWNC Asheville, N. C.; J. Frank Jarman, WDNC Durham, N. C.; Lawrence H. Rogers, WSAZ Huntington, W. Va.; Todd Storz, KOWH Omaha, Neb.

Small Stations—Carleton D. Brown, WTVL Waterville, Me.; Victor C. Diehm, WAZL Hazleton, Pa.; Simon Goldman, WJTN Jamestown, N. Y.; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.

Fm Stations—H Quenton Cox, KQFM (FM) Portland, Ore.; E. J. Gluck, WSOC-FM Charlotte, N. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Ben Strouse, WWDC-FM Washington; Edward A. Wheeler, WEAM-FM Evanston, Ill.

Smith, Crowell-Collier Part

BOARD of Crowell-Collier Pub. Co. announced Friday acceptance "with regret" of resignation of Paul C. Smith as board chairman, president and director. Board further stated that Crowell-Collier will continue to own and operate KFWB Los Angeles and C-C Record Clubs, two enterprises acquired in 1956.

Mr. Smith said that he will vacation a few weeks and then "look for a new job."

NBC-TV Sets Techniques For Daylight Time Feeds

BASIC DETAILS of NBC-TV's plan for handling daylight saving time programming problems this summer—somewhat less complicated than last year's approach—were revealed by network Friday, following presentation to and approval by affiliates' executive committee (see story, page 74). Thus far these involve only eastern and central time zone stations, since plans for West Coast have not been completed.

Stations in areas that switch to DST in eastern and central zones will get all programs at regular times through normal procedure, since originations will be on daylight time. For eastern zone stations that remain on standard time, last year's delayed repeat of 8-9 p.m. programs, Monday through Friday, is being dropped. Instead, these programs will go straight through at usual time, so that these stations will get them at 7-8 p.m. local time.

For standard-time stations in central zone, last year's procedure will be repeated: Programs originating at 8-9 p.m. New York time (EDT) will be repeated at 11-12 midnight EDT, so that these central zone stations will get them at 9-10 p.m. local time. Exception: April 29 and May 27 *Producers Showcase*, which will go live to all points.

In addition, new Ampex video tape recorders will permit repeating 7:30-8 p.m. EDT music and news shows at 8:30-9 p.m. EDT for central zone standard time stations, which thus will get programs at 6:30-7 p.m. local time—same time they normally get them.

Ampex machines, which will record on West Coast and feed back from there, also will enable same-night repeats of *Tonight* for eastern and central stations operating on standard time. Last year, one-week delay was necessary. This year, the stations will get *Tonight* at usual local time.

DST period will extend from last Sunday in April to last Sunday in October.

UPCOMING

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.
Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.
For other Upcomings see page 113

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

QUAKER FOR MBS • Quaker State Oil Refining Corp. understood to have completed transaction with MBS on its *Game of the Day* baseball broadcasts, with Quaker said to be investing about $750,000 to underwrite Saturday or Sunday broadcast of games in 367 markets from late March to end of major league season. Investment also will include sponsorship of Frankie Frisch five-minute baseball program on Mutual, three times per day on Saturday and Sunday during season, in about 150 markets not carrying *Game of Day*. Quaker State has been largely in magazines and billboards in recent years, and Mutual campaign is designed to reach in-car radio audience. Agency: Kenyon & Eckhardt, N. Y.

DO FOR DYE • Park & Tilford Div. Corp., N. Y., annual spring advertisers, preparing radio spot campaign to start in March in reported 250 markets to promote Tintex dye. Schedule probably will run for 13 weeks. Emil Mogul Co., N. Y., is agency.

TAREYTON RADIO • American Tobacco Co., N. Y., turning to radio spot campaign for 45 weeks to promote Tareyton cigarettes. Campaign, in nearly 50 markets, will be launched last week in February. Lawrence C. Gumbinner, N. Y., is agency.

ARRID ACTION • Carter Products Inc. starting new campaign using radio and tv spot and print to introduce new Arrid men's spray deodorant. Ted Bates & Co., N.-Y., is agency.

CHEER CAMPAIGN • Procter & Gamble (Cheer detergent), Cincinnati, buying radio spot campaign to start in March on about dozen stations with 'til-forbid contracts. Young & Rubicam, N. Y., is agency.

ESSO'S REPORTER • Esso Standard Oil Co., N. Y., through McCann-Erickson, N. Y., signed to sponsor John Cameron Swayze in news program over WABC-TV New York (Mon.-Fri., 11-11:10 p.m. EST), starting April 1, with Mr. Swayze continuing duties on NBC-TV's *Armstrong Circle Theatre* and CBS-TV's *To Tell the Truth*.

PETROLEUM PUSH • Phillips Petroleum (gasoline, motor oil), Bartlesville, Okla., which dropped regional tv sponsorship of *I Led Three Lives* at end of last year, has picked up 5, 10, and 15-minute television news and weather shows in 15 markets and will add at least 15 more. Contracts run for 52 weeks and sponsorship ranges from three to five times weekly in each market. Phillips also plans to expand radio schedule, now in 55 markets, to about 20 others starting in April. Agency: Lambert & Feasley, N. Y.

12 PER IN 25 • Colgate-Palmolive Co., N. Y., through Cunningham & Walsh, N. Y., planning radio spot campaign using 12 spots per week in top 25 markets, starting Feb. 25 for five weeks.

. . . over KCMO-TV with MGM's film classics, and Trendex shows Channel 5's complete dominance in Kansas City:

	Jan. 2	Jan. 4	Jan. 6	Jan. 7	Jan. 9
KCMO-TV	**24.1**	**23.1**	**34.5**	**28.5**	**23.4**
Station B	2.3	3.7	2.1	1.9	2.3
Station C	7.5	15.4	5.1	7.4	9.7

above ratings represent full two-hour period 10:30 p.m.-12:30 a.m.

KCMO-TV	**Kansas City**	**channel 5**
WHEN-TV	**Syracuse**	**channel 8**
KPHO-TV	**Phoenix**	**channel 5**
WOW-TV	**Omaha**	**channel 6**

Joe Hartenbower, General Mgr.
Sid Tremble, Commercial Mgr.
Represented nationally by Katz Agency

KCMO-TV . . . one of Meredith's Big 4 . . . all-family stations.

at deadline

Miami Ch. 10 Goes to Court; WKAT Appeals, Asks Stay

WKAT Miami Beach, Fla., Friday attacked FCC's grant of Miami ch. 10 to Public Service Tv Inc. [B•T, Feb. 11] when it filed appeal in U. S. Court of Appeals in Washington. It also asked stay of Feb. 8 grant pending outcome of appeal. One of losing applicants (others were North Dade Video Inc. and WCKY Cincinnati), WKAT was recommended for grant by examiner in initial decision. WKAT appealed not only from grant, but also refusal of FCC to reopen hearing record to investigate legal and financial qualifications of National Airlines Inc., parent company of Public Service.

Commission's final decision in Miami ch. 10 case favored Public Service because of "superior" preference in integration of ownership and management and equal preferences with other applicants in other criteria. For month before final decision issued, reports were current that Public Service was scheduled to receive grant. Reports drew communications from Sen. A. S. Mike Monroney (D-Okla.) questioning propriety of airline owning tv station and asking FCC to defer action. Also petitioning for intervention was Eastern Airlines.

In asking for stay, WKAT said court should rule on policy of airline owning tv station. It also questioned whether it was properly shown that National Airlines ownership was at least 75% American citizens, as required by rules.

Grant was made to Public Service by four commissioners, with one favoring WKAT, one WCKY and one abstaining.

Port Arthur Initial Decision Favors College, 5-Year Applicant

AFTER nearly five years of litigation, Port Arthur College Friday received initial decision from FCC Hearing Examiner Basil P. Cooper for ch. 4 Port Arthur, Tex. College, which owns KPAC that city, proposes 100 kw and antenna 702 ft. above average terrain.

Port Arthur had two competitors for channel, Smith Radio Co. and Jefferson Amusement Co., both of whom withdrew their applications last month [B•T, Jan. 7]. Smith (which formerly owned KPBX Beaumont, Tex.) was paid $75,000 for out-of-pocket expenses upon withdrawal. In return for Jefferson's withdrawal, Port Arthur College extended that firm option, for a period of 12 months following FCC grant, to purchase 50% of tv station.

WHIE, WTOK Sales Filed

SALES of WHIE Griffin, Ga., and WTOK Meridian, Miss., filed Friday for FCC approval. WHIE announcers W. C. Courson and Fred L. Watkins are purchasing that station for $100,000 from John A. Boling. Mr. Boling also owns WHBO Tampa, Fla., and 50% of applicant for new am in Dublin, Ga. Combined WHIE-WHBO balance sheet shows net worth of $117,788.

Equal partners Frank Holladay, Joseph Carson and John Primm are paying Southern Tv Corp. (Robert F. Wright, president) $56,200 for WTOK. Ch. 11 WTOK-TV not involved in sale. Messrs. Holladay, Carson and Primm jointly own 75% of WLSM Louisville, Miss., and 70% of WCLD Cleveland, Miss.

Sixty U's Tell Commission Why They Aren't On Air

SIXTY uhf cp holders met FCC's Friday deadline to tell why they have not completed construction and asked for further extensions of permits. Two other stations—ch. 16 KEDD (TV) Wichita and ch. 48 WJLN-TV Birmingham—asked Commission to dismiss renewal requests and delete call letters, to which FCC complied.

Not heard from: 21 of 83 uhf permittees queried in Commission letter of last November [B•T, Nov. 26, 1956].

Reasons cited by respondents for not pressing construction or not returning to air after going dark: uncertain future of uhf with advertisers; operation under present conditions would be financial suicide; inability to compete against vhf; lack of uhf receivers in area; awaiting outcome of deintermixture proceedings. Many felt conditions of FCC letter did not pertain to them and others advocated adoption of Craven (FCC Comr. T. A. M.) plan as solution to uhf ills.

Opinion Recommends Disallowing Gleason's Ch. 1 Damage Claim

A COMMISSIONER of U. S. Court of Claims has recommended disallowing claim of William L. Gleeson for damages because FCC deleted tv ch. 1 back in 1948. Mr. Gleeson's Broadcasting Corp. of America received ch. 1 construction permit in Riverside, Calif., in December 1946. In May 1947 he was ordered to cease building and in May 1948 ch. 1 was reassigned to non-broadcast services. Mr. Gleeson claimed he spent over $300,000 in building station.

In 1953, House of Representatives referred private bill for relief of Mr. Gleeson in amount of more than $450,000 to claims court for adjudication. In Court of Claims, Mr. Gleeson and bankrupt BCA filed suit for $13.5 million damages.

In 56-page finding to judges of court, Comr. Marion T. Bennett ruled BCA's financial troubles due to general condition, not to tv experience.

FCC Fares Well in Committee

MEMBERS of House Independent Office Appropriations Subcommittee took up $8,950,000 FCC budget at hearing Friday, seemed sympathetic to $1 million hike over last year's budget. All FCC commissioners and bureau chiefs attended.

MAVERICK ON MADISON

TAKING AIM at passing agency-advertiser executives Friday noon on Madison Ave., New York, ABC-TV's Wyatt Earp (Hugh O'Brian) brought midtown traffic to halt with buckboard and two horses. Network called it "Operation Bottleneck—10th Ave. or Bust." In half hour he progressed only two blocks.

PEOPLE

CHARLES E. (NED) MIDGLEY Jr., assistant vice president, Ted Bates & Co., named manager of media dept., and **ALBERT F. PETCAVAGE,** with agency since 1952, appointed media supervisor. Mr. Midgley joined Bates in 1950 after nine years with CBS as sales service manager.

RALPH M. COHN, vice president of Screen Gems Inc., N. Y., tv subsidiary of Columbia Pictures Corp., N. Y., elected director of parent company, filling vacancy created by recent death of his father, **JACK COHN,** executive vice president of Columbia.

ARNO H. JOHNSON, vice president and director of research, J. Walter Thompson Co., N. Y., named treasurer of Advertising Research Foundation, succeeding E. P. Seymour of Crowell-Collier, who had served in post for more than two years.

RICHARD UHL, THOMAS VIETOR and **EUGENE F. WHELAN,** who are with tv-radio department, Sullivan, Stauffer, Colwell & Bayles, N. Y., as tv specialists and have been with agency for more than eight years, elected vice presidents.

T. W. CASEY, general sales manager of Paper-Mate Co., appointed vice president in charge of sales, succeeding **T. J. WALSH,** resigned. Mr. Casey formerly was with Gillette Safety Razor Co., parent of Paper-Mate.

K. H. LYNGHEIM, formerly with Montgomery Ward and Procter & Gamble in advertising, research and media posts, appointed advertising manager of 20 Mule Team Products Div. of United States Borax & Chemical Corp., Los Angeles.

O'Hara Bill Would Break FCC Jam of Protest Cases

REP. JOSEPH P. O'HARA (R-Minn.) said Friday he introduced bill to repeal Sec. 309 (c) (protest provision) of the Communications Act to "remove the unending, increasing, undisposed-of" backlog of protest cases at FCC.

O'Hara bill (HR 4816) would repeal section of act which often requires FCC to stay grants made without hearing pending outcome of protests made under section against grant, thus having effect of withholding new service from area pending outcome of protest.

Rep. O'Hara said he proposed measure after he complained to friend about FCC backlog of protest cases and friend challenged, "Well, why don't you introduce a bill?" FCC Chairman George C. McConnaughey, who often has inveighed against what he feels are hobbling effects of Sec. 309 (c), said Friday FCC didn't request bill, "but we support it."

Proposal carries what Rep. O'Hara calls "saving clause," providing that present provisions will remain in effect regarding grants made before enaction of bill if protestant acts within 30 days of grant.

Jerrold Sued for Antitrust

DEPT. of Justice Friday filed civil antitrust complaint against Jerrold Electronics Corp., Philadelphia, major community tv equipment manufacturer. Government charged Jerrold required customers to buy all equipment requirements from and to sign exclusive service contracts with Philadelphia company. Jerrold issued immediate statement denying having violated any antitrust laws.

the week in brief

FULL PAY-TV TEST URGED

Senate committee draft of proposed report calls on FCC to take fast action on proposal 27

SPOT TV IN '56: $397 MILLION

National advertisers spent $107.8 million in fourth quarter of last year. P&G at head of list 29

SEABOARD BUYS FIRST TV SHOW

Drug company, large radio advertiser, signs to sponsor new 'Errol Flynn Theatre' in over 150 markets. Investment may reach $4 million in two years 31

ESTY CALMS LOG EXCITEMENT

Agency says its request for early morning radio station logs will not be made frequently and it will accept commercial policy statements 35

INSURANCE FIRMS REVISE BUDGETS

Radio-tv to get larger slice of ad money 36

BROKER SEES HOLLYWOOD RISE

Arnold Bernard & Co. looks for theatre film colony to reverse trend; notes that its product now dominates the air waves. Box office soars 44

COURT ACCESS STUDY URGED

New York society hears debate on right of radio-tv to report court proceedings. Proposed inquiry would be made by commision 54

STATE PRESIDENTS TO MEET

NARTB to hold two-day conference this week with 46 to attend. Secy. of Treasury Humphrey and FCC Chmn. McConnaughey to speak 56

ABC-TV TAKES SHOT AT NBC-TV

Presentation costing $50,000 used in New York and Chicago to show agencies its power and plans to emerge as second major network 66

NBC-TV SEEKING ABC-TV SHOWS

Holds out lures for Lawrence Welk, 'Rin Tin Tin' and 'The Lone Ranger' as network competition for next season becomes more intense 67

LOUIS COWAN LOOKS AHEAD

CBS-TV vice president peers into the future, charts course network programming may take 70

GOOD PRICE FOR A UHF

Sale of Elkhart, Ind., radio-uhf property involves $1.9 million price tag 76

STORER BOSTON MOVE STYMIED

Purchase of WMUR-TV Manchester, N. H., hits snag when FCC votes need of McFarland letter 76

DECLINE HARRIES SET MAKERS

Manufacturers see inventories building up. General Electric to furlough 2,500 in tv receiver unit. Others preparing for cutbacks 85

ALVAREZ SUIT ASKS $10 MILLION

Damages asked from Wrather group on ground frauds were committed in connection with KFMB-TV and other western properties 89

COURTROOM COVERAGE FAVORED

Dr. Sherman P. Lawton finds judges who have had experience with pictorial reporting heavily endorse use of modern media facilities 91

departments

Adverisers & Agencies	29	For the Record	100	Open Mike	16
At Deadline	7	Government	76	Our Respects	20
Awards	95	In Public Interest	88	Personnel Relations	88
Closed Circuit	5	In Review	12	Professional Services	75
Colorcasting	12	Lead Story	27	Programs & Promotion	98
Editorial	114	Manufacturing	85	Ratings	32
Education	96	Networks	66	Stations	89
Film	44	On All Accounts	22	Trade Assns.	54

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*Reg. U. S. Patent Office

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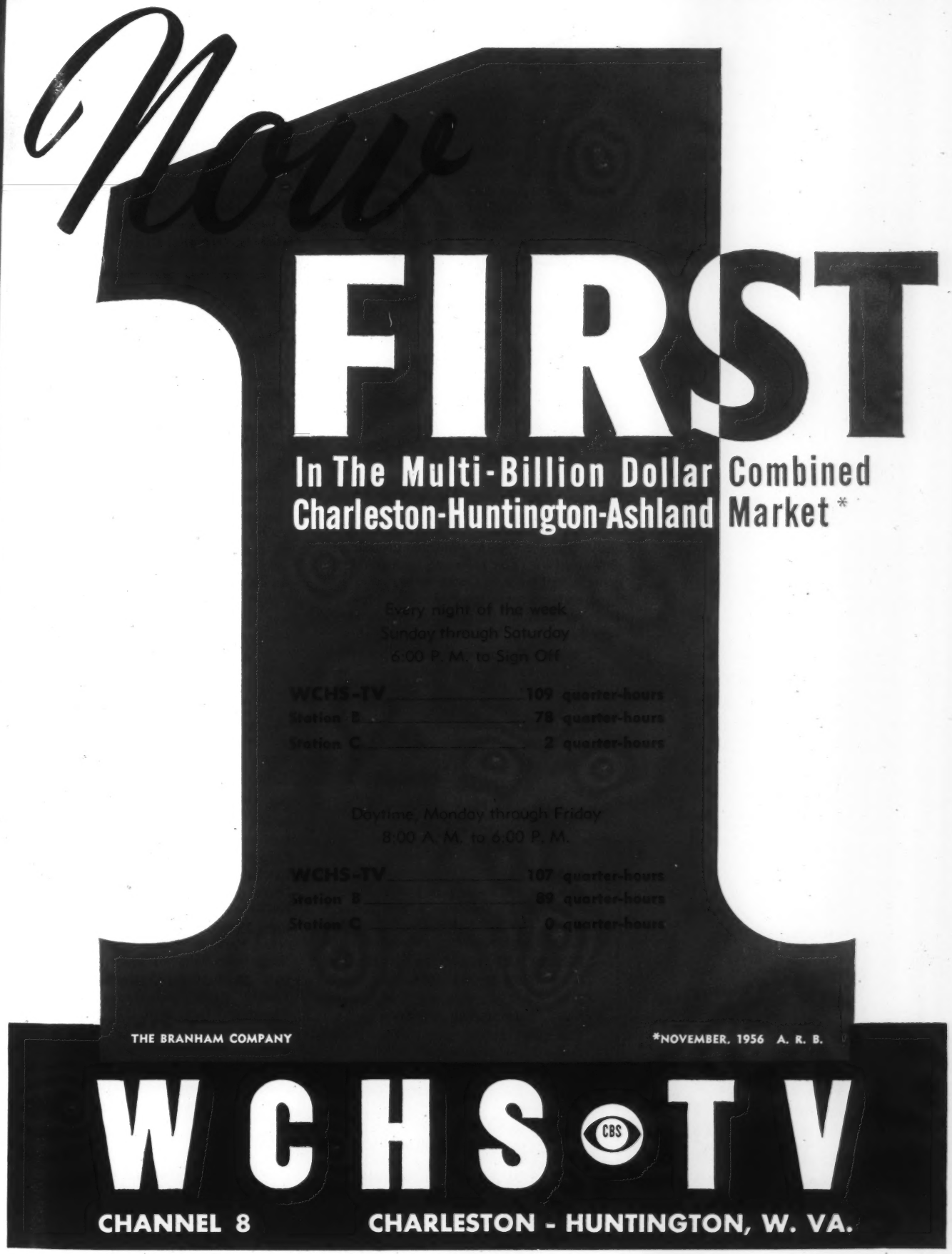
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IN REVIEW

VINCENT LOPEZ SHOW

THE NEW *Vincent Lopez Show* on CBS-TV demonstrated very pleasantly why Mr. Lopez' band has been among the toppers for all these years. It's just music, pleasingly played and—properly enough—with plenty of Lopez at the piano.

On the opening network show Mr. Lopez included something for just about everybody in the popular music field—old songs and new, from bouncy to sweet, calypso to blues. Wisely, the talk was kept to a minimum—our count showed 14 numbers in the half-hour. At that pace, the show ought to have a lot of pop music fans coming back for more each week.

Production costs: $11,765.

Broadcasting sustaining on CBS-TV, Sat., 7-7:30 p.m. EST.

Produced by WCBS-TV New York; director: Ned Cramer.

THE LARK

WHEN finer dramatic offerings are produced for television, *Hallmark Hall of Fame* is a good bet to do them. For several seasons now, the NBC-TV series has consistently come up with superior productions, conceived with rare taste and performed with general brilliance. The greeting card firm apparently is practicing what it preaches: It cares enough to send (televiewers) the very best.

Certainly the colorcast of "The Lark" (Feb. 10) was no exception to this rule. Hailed on the Broadway stage and in a nationwide tour as outstanding theatrefare, the Jean Anouilh play about Joan of Arc was particularly adaptable to television in its seemingly casual plot structure and its sketchy use of sets and skillful use of lighting effects. And Julie Harris' magical portrayal of the maid with a mission was more than able to meet the merciless demands of the tv closeup—here indeed was a lesson in acting! Supporting performers, too—notably Eli Wallach as the dauphin, Boris Karloff as Cauchon, Denholm Elliott as Warwick, and Basil Rathbone as the inquisitor—also gave the piece their Sunday best.

A special word of thanks must go to *Hallmark Hall of Fame* for the proper placing of commercials, which incidentally are in themselves little works of art. "The Lark" had run almost 40 minutes on video screens before the performance was interrupted, and then the interruption came at a logical time, not interfering in the least with the impact of the drama.

Productions costs: $100,000.

Sponsored by Hallmark Cards Inc. on NBC-TV, Sun. Feb. 10 (9-10:30 p.m., EST).

Executive producer: Midred Freed Alberg; produced and directed by George Schaefer; original French play by Jean Anouilh; adapted for the stage by Lillian Hellman; teleplay by James Costigan; scenery: Trew Hocker; costumes: Noel Taylor.

Cast: Julie Harris, Boris Karloff, Eli Wallach, Basil Rathbone, Denholm Elliott, Jack Warden, Ward Costello, Harold Winston, Michael Higgins, Jan Farrand, Barbara Stanton, and others.

COLORCASTING®

The Next 10 Days Of Network Color Shows
(All times EST)

CBS-TV

Feb. 19 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner (also Feb. 26).

Feb 20 (8-9 p.m.) *Arthur Godfrey Show*, participating sponsors.

Feb. 22 (3:30-4 p.m.) *Bob Crosby Show*, participating sponsors.

Feb. 24 (5:30-6 p.m.) The *Boing-Boing Show*, sustaining.

NBC-TV

Feb. 18-22 (1:30-2:30 p.m.) *Club Matinee*, co-op sponsors and agencies.

Feb. 18 (8-8:30 p.m.) *The Adventures of Sir Lancelot*, Whitehall Pharmacal through Ted Bates and Lever Bros. through Sullivan Stauffer, Colwell & Bayles.

Feb. 18 (9:30-10:30 p.m.) *Robert Montgomery Presents*, S. C. Johnson through Needham, Louis & Brorby and Mennen Co. through Grey (also Feb. 25).

Feb 19-22 (3-4 p.m.) *Matinee*, participating sponsors (also Feb. 26-28).

Feb. 19 (8:30-9 p.m.) *Noah's Ark*, Liggett & Myers through McCann-Erickson and Max Factor through Doyle, Dane Bernbach on alternate weeks (also Feb. 26).

Feb. 19 (10:30-11 p.m.) *Hold That Note*, Lanolin Plus through Russel M. Seeds (also Feb. 26).

Feb. 20 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods through J. Walter Thompson (also Feb. 27).

Feb. 21 (10-11 p.m.) *Lux Video Theatre*, Lever Bros. Co. through J. Walter Thompson (also Feb. 28).

Feb. 22 (approx. 10:45-11 p.m.) *Red Barber's Corner*, State Farm Insurance Co. through Needham, Louis & Brorby.

Feb. 23 (8-9 p.m.) *Perry Como Show*, participating sponsors.

Feb. 24 (9-10 p.m.) *The Goodyear Television Playhouse*, Goodyear Tire & Rubber Co. through Young & Rubicam.

Feb. 27 (7:30-7:45 p.m.) *Xavier Cugat Show*, sustaining.

Costume by Clare Potter

You feel very special on Red Carpet flights*

When you walk along the Red Carpet to your waiting United DC-7 Mainliner® *of course* you feel like a star of stage or screen! And you're greeted like one, too. That's only a part of *Red Carpet Service!*

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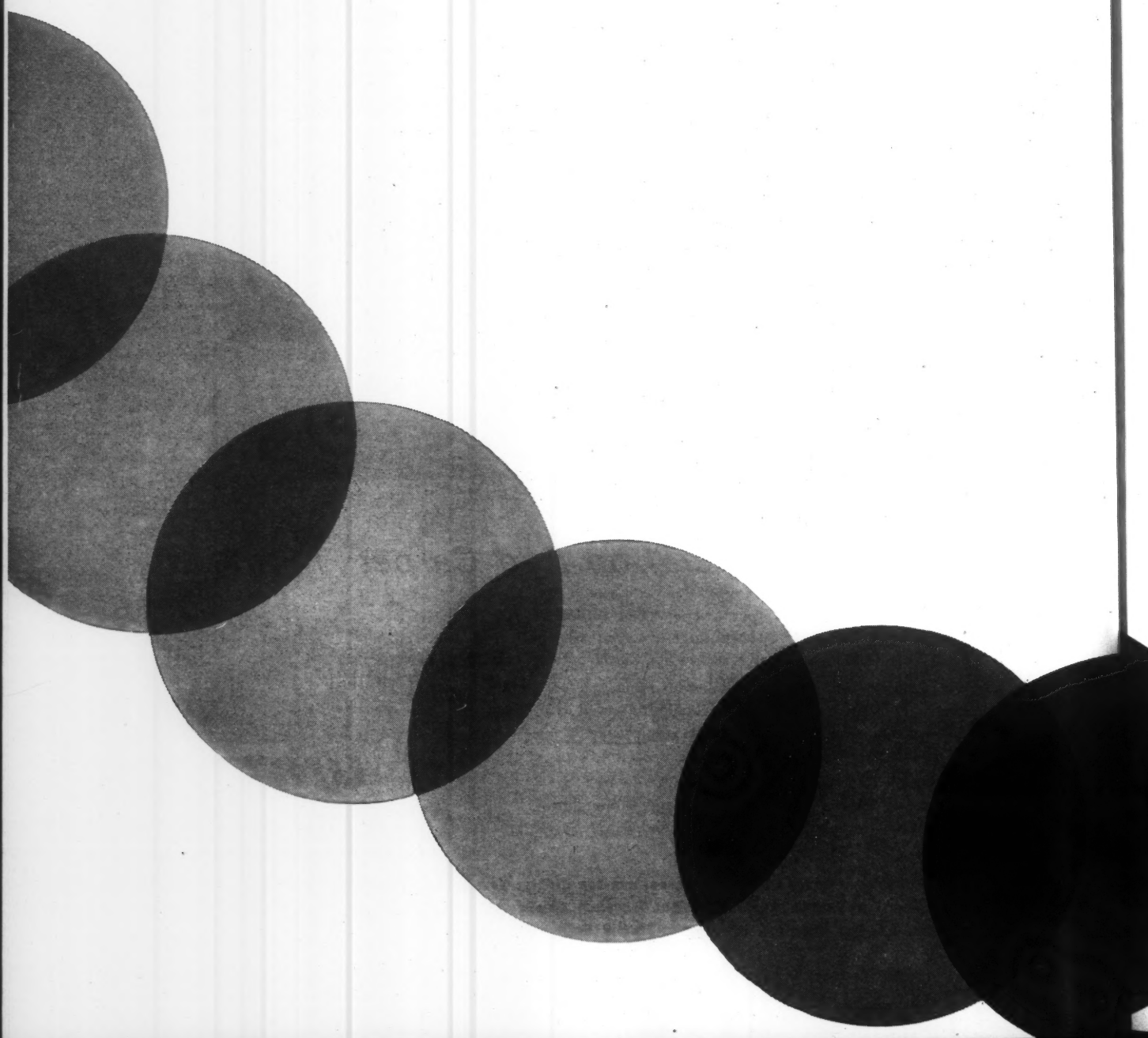

THE GREATEST AUDIENCE SWING IN DAYTIME TV HISTORY...

is now taking place. Viewers by the millions are shifting to NBC's power-packed line-up of daytime hits.

And the trend is unmistakable – no matter which research service you use – Nielsen, ARB or Trendex.

According to Nielsen, NBC average daytime audiences are up 43% over last year's.* The competition is down 12%. So great is the appeal of these fresh new shows that the entire level of daytime sets-in-use is being raised.

Afternoons, NBC, with a 49% increase over last year, is clearly the Number One Network. The second network has dropped 7%. Queen For A Day and Comedy Time are the two top-rated, regularly-scheduled adult programs in all daytime television.

Mornings, NBC has scored a 27% upswing in the 11 am-1 pm time period. At the same time the competition has dropped 16%.

Advertisers, too, are moving toward NBC daytime shows, attracted by their strong line-up of star sales-personalities. This January, sponsored time on NBC daytime has increased 40% over last January.

Daytime or evening, more people view the

NBC TELEVISION NETWORK

than any other network.**

*Nielsen, Jan. 1, 1956-1957 (11 am–5:30 pm, M-F)

**Nielsen Coverage Service, Study #2 (Spring 1956) Weekly Viewing Data

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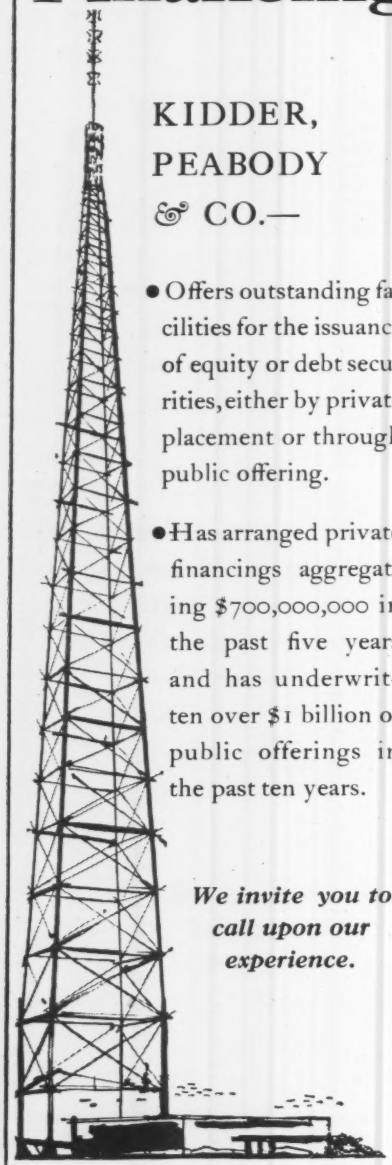

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IN REVIEW

OPEN HEARING

WITH a filmed interview of King Ibn Saud of Arabia and exclusive closeups of young Prince Mashhur at an Arabian Embassy party in the Nation's Capital, ABC's Washington News Chief John Secondari contributed original insight into the King's thinking and his son's character in presenting the second *Open Hearing* tv program.

Deviating from the program's announced format in which ABC commentators, led by Mr. Secondari, query congressional and government officials on the "key story of the week," the Washington news bureau chief questioned King Saud on the Middle East crisis, possible solution of the Arab-Israeli dilemma and human interest points.

Mr. Secondari provided a stimulating glimpse of young Prince Mashhur with his narration of party scenes at the Arabian Embassy.

For diversity, Mr. Secondari followed with live questioning of Sen. Paul Douglas (D-Ill.). His deft questioning brought out the senator's thinking on controversial aspects of the Arab-Israeli question.

No other medium attained as intimate a view of King Saud and his son as did ABC-TV. (At their insistence, both NBC and CBS were given access to the same interview [B•T, Feb. 11] but made little use of it).

With such continued originality, *Open Hearing* could give NBC-TV's *Meet the Press* and CBS-TV's *Face the Nation* a run for their money.

Production costs: Approximately $5,000

Broadcast sustaining on ABC-TV, Sun., Feb. 10, 8:30-9 p.m.

Moderator: John Secondari; director: Richard Stratton.

LA GRANDE BRETECHE

IF Stanley Hollingsworth did not succeed in writing a thrilling opera for the Feb. 10 telecast of the NBC Opera Company, he had the grace to write a short one. The 40-minute work, based on a Balzac story, effectively and economically staged, did have its dramatic moments. But its musical moments were all too rare. This was no fault of the performers. Their material had the look of a commissioned—rather than artistically inspired—work. Mr. Hollingsworth made a brave try. But he neglected to include any discernible melody in the score. Values may change in the future, but as of the present it is popularly believed that melody is the prime reason any one could ever write, or listen to, opera.

Telecast on NBC-TV in color and black-and-white Sun., Feb. 10, 3-4 p.m. EST.

Composer: Stanley Hollingsworth; librettists: Harry Duncan and Mr. Hollingsworth.

Producer: Samuel Chotzinoff; musical-artistic director and conductor: Peter Herman Adler; director: John Schwartz; associate producer: Charles Polacheck; set designer: Gerald Ritholz; costume designer: John Boxer; unit manager: Earl Harris; assistant conductor: Felix Popper.

Cast: Gloria Lane, Hugh Thompson, Adelaide Bishop, Davis Cunningham, Jimi Beni.

OPEN MIKE

Searching the Title

EDITOR:

On March 1 KFMB-TV will telecast the 2,000th *People in the News* program handled by Harold Keen since its inception Aug. 1, 1949. We believe this to be the oldest continuously telecast, interview type news program in television. We have checked several sources and this seems to be the case, but we want to further substantiate our thinking.

If you or your readers know of any news interview that tops ours in length of service we would appreciate hearing about it.

Dan Bellus
Promotion Director
KFMB-TV San Diego

Circulation Verified

EDITOR:

Just a note to thank you for the very nice job you did for this timebuyer [ON ALL ACCOUNTS, Feb. 4]. If I had any doubts about your wide circulation (and I didn't) there can be no question now. Comments are coming at me from all directions, from all parts of the country!

Anita Wasserman
Lawrence C. Gumbinner Adv.
New York

Convert in Baltimore

EDITOR:

May I congratulate you on your very fine report on the FCC hearing in which I participated. I believe it is one of the most truthful and colorful accounts of a controversial situation that I have ever read [B•T's account of the WGMS hearing in the Feb. 11 issue].

Your magazine has increased greatly in stature as far as I am concerned. In the future, I shall be a faithful reader.

Arthur L. Greenberg
Research Director
Sidney Hollander Assoc.
Baltimore

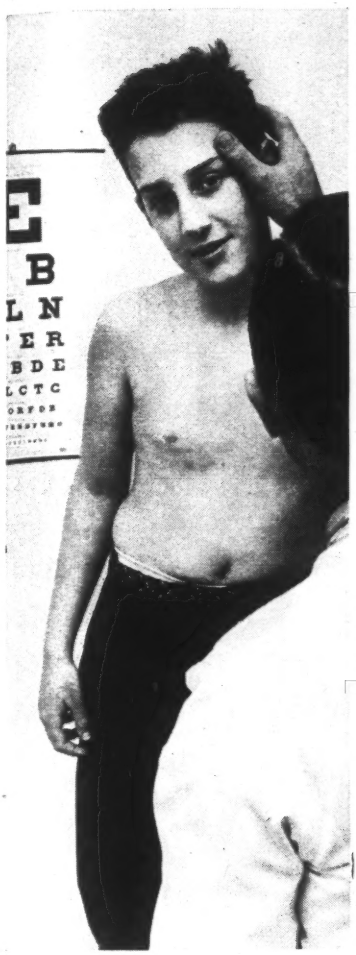
Thanks from BMI

EDITOR:

Thanks to you and others of your staff directly responsible for the fine sendoff you are giving our BMI tv clinic series, particularly the kickoff story of Jan. 28, and again in today's [Feb. 11] issue, which I have just read with pleasure.

In these days when television managers and program personnel are busier than bird dogs, believe me, it takes a lot of solid promotion to call these tv program clinics to their attention with sufficient force to impress them with the benefits to be gained by devoting two full days of group thinking on all phases and facets of tv programming and station operation. Thanks again for your excellent help.

Glenn Dolberg
Station Relations Vice President
BMI, New York



IT ALL ADDS UP TO A HAPPY PICTURE!

THE tremendous nationwide swing to voluntary health insurance in the past ten years is one of the brightest spots in our social and economic structure.

Today, 60 million Americans have hospital protection from insurance companies, four persons for every one who enjoyed such protection in 1946. 57 million have such surgical protection, six times the number who had it in 1946. 25 million have protection against medical expenses, a twenty-eight-to-one ratio. And 30 million are insured against loss-of-income.

There are two major factors that have made possible this dramatic progress of the American people in helping to protect themselves against the expenses and loss incurred by illness and injury.

The first is the consistent and intelligent co-operation of the nation's hospitals and doctors. Second is the keen competition among the more than 700 insurance companies. This has brought about a steady increase in both the quality and the variety of the protection offered to the public.

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TOP HOUSTON SHOWS ARE ON

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CHANNEL 2

HOUSTON IS

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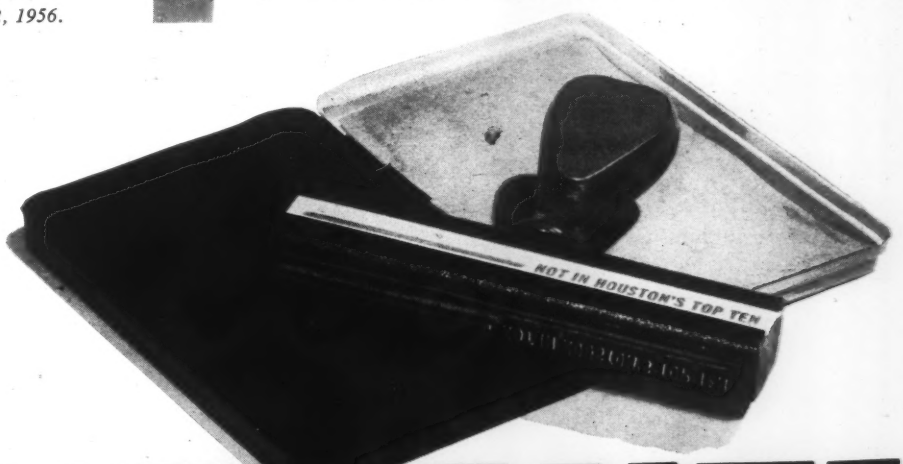
HIT PARADE	KPRC-TV	~~I LOVE LUCY~~ NOT IN HOUSTON'S TOP TEN
GEORGE GOBEL	KPRC-TV	~~G. E. THEATRE~~ NOT IN HOUSTON'S TOP TEN
PRODUCER'S SHOWCASE	KPRC-TV	~~JACK BENNY~~ NOT IN HOUSTON'S TOP TEN
FATHER KNOWS BEST	KPRC-TV	PRODUCER'S SHOWCASE
WYATT EARP	Station B	~~$64,000 QUESTION~~ NOT IN HOUSTON'S TOP TEN
ERNIE FORD	KPRC-TV	~~DISNEYLAND~~ NOT IN HOUSTON'S TOP TEN
LORETTA YOUNG	KPRC-TV	~~THE LINE UP~~ NOT IN HOUSTON'S TOP TEN
CONFLICT	Station B	PERRY COMO
THIS IS YOUR LIFE	KPRC-TV	~~I'VE GOT A SECRET~~ NOT IN HOUSTON'S TOP TEN

**NSI TV Report — Houston Area, Eight Weeks, October 28 — December 22, 1956.*

***National TV Nielsen - Ratings, Two Weeks Ending November 24, 1956*



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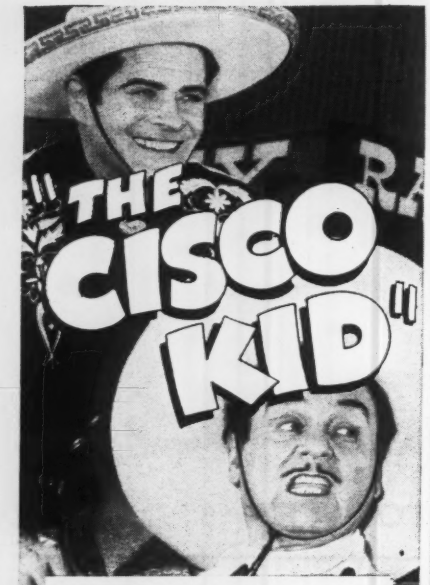


Salt Lake City CREAMERY takes 4th year!

"For some time now ARDEN MEADOW GOLD CREAMERIES, has sponsored 'The Cisco Kid' and it has always done an excellent job for them," reports Ross Jurney & Associates. "Cisco won everybody — men, women and children — from the governor and his lady down to the littlest orphan. It would be impossible to estimate the amount of good Cisco is doing for us here in Utah."

Ask to see more success stories of THE WORLD'S GREATEST SALESMAN! "THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV Television

New York Chicago Cincinnati Hollywood

OUR RESPECTS

to John McLean Clifford

FROM a desk that rarely is encumbered with papers and other paraphernalia, John M. Clifford, NBC executive vice president, administration, acts as a decision-maker for the network in such diverse areas as talent and program administration, law, treasurer's office, Pacific Div., personnel, engineering and facilities administration and controller's office.

The uncluttered desk is a source of surprise to both his NBC associates and to visitors to his office in the RCA Bldg. in New York. But his colleagues (who invariably call him Mac) point to it as a sign-post of Mr. Clifford's personality. They reason that the tidy desk symbolizes his "uncluttered mind," which, in turn, serves Mr. Clifford well in what is considered his business strong point: "an ability to get things done with a minimum of fuss."

Mr. Clifford, who is reticent to discuss his career, characterizing it as "not at all glamorous and pretty dull stuff," is quick to point out that the areas under his command are extremely diverse in character. He relies upon the seven department heads reporting to him to acquaint him with their particular problems and to make recommendations and even decisions. He serves as the clearing house, providing counsel, conciliating any differences that may occasionally arise among the various departments and expediting transactions that require such a move.

His ability to make quick decisions was formed and sharpened during a career that encompassed long periods in law and in government and business administration.

John McLean Clifford, who was born in Salt Lake City on Dec. 9, 1904, and reared in Idaho and California, trained for a career in law at the U. of Utah and Southwestern U. in California, where he took his law degree. He was admitted to the bar in California in 1930 and later in the District of Columbia.

Mr. Clifford practiced law in Long Beach, Calif., for seven years and in 1937 was appointed chief of the Oil & Gas Div. of the Federal Securities & Exchange Commission. He remained in this post in Washington for three years and his subsequent association with RCA and NBC was to develop from business acquaintances made during this period. In 1940, Mr. Clifford returned to California as State Land Commissioner, serving in this capacity for three years.

In 1943, Joseph McConnell, then general counsel of the RCA Victor Div. and later president of NBC, telephoned Mr. Clifford in California and asked him to join RCA's legal staff. The two had never met, but mutual friends in Washington recommended Mr. Clifford to Mr. McConnell as a person who could make a worthwhile contribution to RCA. He accepted Mr. McConnell's offer and in 1947 was promoted to assistant general attorney. In 1951, Mr. Clifford was named assistant director of personnel for the RCA Victor Div., and from March-June 1953 served as director of personnel for the division.

Mr. Clifford shifted from RCA to NBC in mid-1953 and was named vice president in charge of personnel for the network. In August 1954 he was appointed administrative vice president, and last September, when the network reorganized its executive structure, was advanced to his present assignment [B•T, Sept. 10, 1956].

PROBABLY reflecting his training and experience in the law, Mr. Clifford is a cautious individual, who weighs a question carefully before answering and then is likely to provide a response that does not touch off further discussion about himself. His associates confide he is a highly poised individual, who rarely betrays his emotions. This trait stood him in excellent stead during labor-management negotiations on behalf of NBC and RCA and is believed to have contributed largely to his advancement to the post of executive vice president.

Under the NBC reorganizational plan implemented last fall, Mr. Clifford's areas of responsibility were established as staff activities to the operating divisions of the company. At that time, Robert Sarnoff, NBC president, pointed out that the realignment would enable the company's management to concentrate its time and thought on major activities and on plans for the future. Characteristically, Mr. Clifford says he would prefer that others discuss NBC's plans for the future, although, of course, he believes in long-range planning as well as attention to present-day business.

Mr. Clifford married the former Lucetta Brown in 1925. They had been fellow students at the U. of Utah. They have one daughter, Mrs. Patricia Lou Farrar. The Cliffords live in Bronxville, N. Y.

Largely a "non-joiner," Mr. Clifford belongs to the Radio & Television Executives Society. Hobby-wise, he has been a flyer for a number of years. He owns a Navion four-passenger, single-engine plane, which he keeps at the Teterboro (N. J.) Airport.

The Underground

Between the Senate office building and the Senate wing of the Capitol runs the world's most direct subsurface railway. And the most direct way from advertiser to consumer in the Washington market is through WTOP Radio.

When *you* want to plot a direct sales campaign in Washington, call on WTOP Radio for (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

UNANIMOUS!

Hooper, Pulse, Nielsen, Cumulative Pulse
All Agree!

NO. 1

Radio Station in Houston is

K-NUZ

HOOPER (Dec. 1956-Jan. 1957) K-NUZ leads all stations by a wide margin . . . 26.6% of the morning audience and 32.2% of the afternoon audience. This is almost double the audience of the second station from 7:00 a.m. to 6:00 p.m.

PULSE (Oct.-Nov. 1956) K-NUZ is No. 1 in all rated time periods Monday through Saturday. Nine of the top ten five-time a week shows belong to K-NUZ.

NIELSEN (Dec. 1956) K-NUZ is No. 1 in Total Day Audience 6:00 a.m. to 12:00 Midnight, and K-NUZ is No. 1 in total audience 6:00 a.m. to 12:00 Midnight in the NSI area. K-NUZ is almost double the second station in the Metro audience!

CUMULATIVE PULSE FOR HARRIS COUNTY (Nov. 1956) K-NUZ reaches more homes in Harris County (home county) than any other Houston station on a daily basis and a weekly basis. K-NUZ delivers 226,200 homes in Harris County weekly or 74.2% of all homes in Harris County weekly.

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles • San Francisco • Philadelphia • Seattle

Southern Reps.: CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

ON ALL ACCOUNTS

Lee Laufer

THE CAREER of Lee Laufer, radio-television director and members of the plans board of Elwood J. Robinson & Co., Los Angeles advertising agency, might be succinctly summarized with a progression of three A's—athletics to acting to advertising. That's more alliterative than accurate, however, for actually the three—plus writing—have been intermingled throughout most of Mr. Laufer's adult life.

A native of Newark, N. J. (Oct. 11, 1918), Mr. Laufer at 17-18 was playing semi-pro baseball and basketball, studying advertising, acting with and writing for the Playwright's Theatre in Newark and doing some free-lance copywriting that eventually led to a copywriting job with the Lewitt agency.

Then the Air Force took Mr. Laufer, put him into public relations and deposited him in Denver, where he put out the camp newspaper and put on the camp shows and, in his off-duty hours, conducted his own radio show on KMYR. The war over, Mr. Laufer opened his own advertising agency in Denver, closed it two years later when he got a promise of a job in Hollywood as a film writer, and when the promise failed to materialize, returned to Newark as a copywriter for United Advertising.

Bitten by the tv bug, Mr. Laufer left the agency to try his hand at writing and selling video programs, while studying under Tom Hutchinson and Gilbert Seldes at SRT Tv Studios. Graduated from SRT, he returned to Hollywood and started a free-lance career which continued until 1951, when he married Edith Walker. Now a regular salary seemed desirable, so he became editor of *Industrial News* and then advertising and public relations director of Montague-Harris, West Coast machinery sales organization.

In 1952, Mr. Laufer joined Elwood J. Robinson & Co., where he now produces radio-tv spots for Gaffers & Sattler gas ranges, Foaming Clearex (window cleaner), Loma Linda Food Co. (Gravy Quik, Ruskets and Rusket Flakes), Utility Appliance Corp. (air coolers), Packard-Bell Co. (tv sets), City of Los Angeles Dept. of Water & Power and California Federal Savings & Loan Assn., as well as live commercials for the Los Angeles telecasts of *Life of Riley* sponsored by California Federal. During the 1956 political campaign, he wrote and produced the radio and tv spots for the Republican national and state ticket in California, including President Eisenhower's Hollywood Bowl and Vice President Nixon's hometown broadcast from Whittier, Calif.

The Laufers live in the hills above the Hollywood strip, Lee commuting from home to office and back in a new red Thunderbird, which he says makes him officially a Hollywood resident. His hobbies are golf and, of course, writing.

First Forced-Air-Cooled Design

...STILL GOING STRONG

Introduced to broadcasters nearly two decades ago, the famous forced-air-cooled power type RCA-892-R is the tube that helped make air cooling a reality in high-power designs. This is the tube that led to important transmitter simplification, substantial operating economies, and easy maintenance *above and beyond all previous concepts in AM station operation.*

With power-house reliability, RCA-892-R has "taken the gaff" through the years. The tube is another typical example of RCA time-proved designs that are paying handsome dividends in lower tube cost per hour of operation—and uninterrupted program time around the clock.

For long-term power performance, always specify RCA. Your RCA Tube Distributor is ready to handle your call for RCA tubes of all types for station operations.

How To Get More Hours From An RCA-892-R

- Reduce filament voltage to the minimum for required output at acceptable distortion level—then increase by the amount required to compensate for line-voltage regulation.
- Keep air-cooling system clean—to prevent tube and circuit damage from overheating.
- When handling tube, lift it by the handles to avoid mechanical damage. Do not bump glass envelope or grid arm.
- Operate spare tubes periodically.
- Operate RCA-892-R within RCA ratings. Always follow the instructions packed with each tube.

RCA®

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA

TUBE DIVISION • HARRISON, N. J.

Someone has

CAST a SPELL

on Susie

Susie is a very lucky girl.

She lives in the same town with one of America's top television stations and the entertainment it puts out for children is so good that it has Susie completely hypnotized.

Every afternoon, Channel 10 wafts her off to a world of educational experience, goosepimples, brief tears and shouts of laughter. She repays this with all her loyalty. You can judge the enormous influence of this Columbus station when we tell you that *more than 30,000* Susies have enrolled in the WBNS-TV "Wrangler Club", alone.

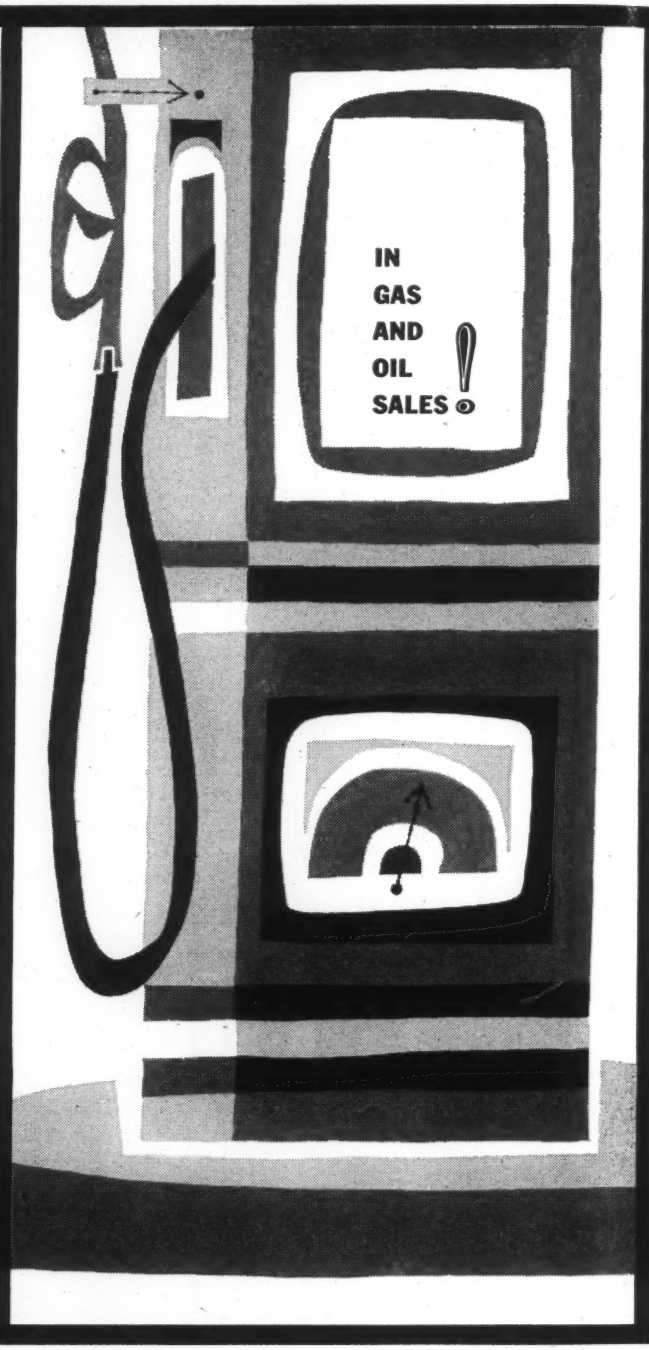
WBNS-TV programmes for adult homemakers and evening audiences with equally successful showmanship, in perfect rapport with Central Ohio minds and hearts. The consequences are notable among marketers. In this area of 1½ million people, so much attention is concentrated on Channel 10 that Madison and Michigan Avenue professionals define the situation in one sentence: *"If you want to be seen in Central Ohio—WBNS-TV".*

WBNS-TV

CBS AFFILIATE IN COLUMBUS, OHIO

Recipient of 21 major TV awards including Billboard, DuPont, Thomas A. Edison, Freedoms Foundation and Headliners Club.

CAPITAL BOOM



The Capital has added fuel to its selling boom. With the emphasis on going places and doing things, gas and oil sales—like everything else in the growing Washington market—have zoomed to an all-time high.

Service station sales soared to $59,390,000 in 1955, and figures to date for 1956 point to another record-breaking year. With more and more new residents putting more cars on the road, sales will continue to ride high, wide and handsome throughout the metropolitan Washington area.

And stepping up their power in the Washington market, advertisers of gas and oil products have been steadily increasing their advertising on WRC and WRC-TV. In the last three years, they have increased their investment on Washington's *leadership* stations by a solid 32%!

If *you* want to get moving in the Capital, step on the gas with the biggest guns in Washington's selling boom . . .

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 52, No. 7 **FEBRUARY 18, 1957**

SENATE STAFF URGES TOLL TV 'TEST'

Will Commerce Committee agree to prod FCC for immediate approval?

FULL details of the draft of a proposed report on subscription tv—prepared by the Senate Interstate & Foreign Commerce Committee's tv investigation staff and calling on the FCC to authorize a "large scale test" of pay tv [CLOSED CIRCUIT, Feb. 11]—were learned by B•T last week.

The drafted proposal, which was being circulated to committee members, undoubtedly will come up for discussion—and possible action—at the committee's regular meeting Feb. 27. Only one member of the committee—Sen. Andrew F. Schoeppel (D-Kan.)—is on record as favoring a pay tv system.

The staff draft was prepared under the supervision of Kenneth A. Cox, the committee's special tv counsel in charge of the Senate group's probe into tv network practices, uhf-vhf allocations problems and the pay tv question. Nicholas Zapple is the professional staff communications counsel coordinating the probe. James E. Bailey, assistant committee chief counsel, represents the GOP minority.

Separate reports will be made on networks and on allocations.

The draft calls on the FCC to act "at the earliest possible moment" on its pending rulemaking proposal on pay tv—now 16 months old. The Commission should decide "one way or the other," the report continues, commenting: "As with other matters, the Commission seems to have postponed decision unduly."

The report expresses the belief that the FCC is in a position to act "now" on two "preliminary" issues which must be decided before pay tv is approved or disapproved: (1) the technical qualities of the various pay tv systems proposed and (2) whether the FCC has legal authority to license or permit subscription tv operations.

As to the FCC's jurisdiction in pay tv, the report said, "We are not impressed . . . by the argument" that toll tv is "so controversial that even if the Commission has power to act, it should refrain from doing so until directed by the Congress. This would be a complete abdication of administrative responsibility." If the FCC concludes it should authorize subscription tv in the public interest, the report continued, "we will expect it to act forthrightly to that end," or if it concludes pay tv should not be authorized, "we will expect it to announce its decision promptly so that the matter can be finally resolved."

Regarding proposed "large scale tests" of toll tv, the report declared: "The committee is of the opinion that this is the only way in which certain information essential to ultimate decision can ever be obtained. By permitting such a test, subject to very careful safeguards, the Commission could ascertain the public's reaction to subscription television, the impact of the system on present-day sponsored television, the types of program which would be presented to subscription viewers, the assistance, if any, which might be given to uhf and small town broadcasting, and many other relevant facts."

By withholding final decision pending test results, the FCC could retain jurisdiction during that time for ultimate ruling in the light of the data developed, the report said.

The report invited the FCC to make a final decision for or against pay tv now if the Commission, with its experience, has more information than the committee and can thus draw conclusions the committee is unable to make.

But if the FCC feels it cannot make a final decision now, the report continued, "we would expect the Commission to be very reluctant completely to deny to subscription television entrepreneurs the opportunity to offer their service to the public, merely because certain interests which might be affected economically by subscription operations 'predict' that such operations will destroy free television."

Exclusion of pay tv would be justified, the report said, only if pay tv brought the "dire consequences foretold by its opponents" and if these consequences could not be mitigated by FCC supervision and regulation.

The report expressed confidence that the FCC would not come to a decision without considering test results and the public interest. But unless pay tv can do what its proponents claim—provide new and supplemental programming without material damage to the existing sponsored tv system—then subscription tv "is doomed to extinction," it added. Thus, no pay tv entrepreneur should enter into the tests if he expects to do any less than promised or in the hope that his investment will lead to FCC permission to continue his operations: "They say they are willing to hazard their funds on such tests, and should therefore be taken at their word."

The FCC, the report said, should carefully safeguard any tests authorized, with its standards including:

1. *Test markets:* A number of markets to constitute "a representative cross section in terms of size, number of stations, and so forth," perhaps beginning with only one station in a community except in large communities, with the "proprietor" (licenser-manufacturer) assigned a representative list of markets in which to operate.

2. *Period of the test:* Long enough to give the proprietors a chance to manufacture equipment, arrange for local installation and broadcasting and get "suitable" program materials, plus enough actual operating time for assessment of the system and its impact on sponsored tv.

3. *Type of stations:* Special pay tv license to one station in a market, where possible (a) an independent, non-network affiliate; (b) one demonstrating it is operating at a loss; (c) one "whose owner is trying to bring it into operation for the first time" and/or (d) a uhf which has left the air or is in financial danger of being forced out of opera-

COX WANTS:

- **Box-office tv 'tests' in 'number' of cities**
- **Faltering stations to get preference**
- **Some program control to protect free tv**
- **Plenty of time for proof of toll system**

ONLY FACSIMILE FADED

IN the history of broadcasting, there has never been an experimental service that did not eventuate into a regular, commercial service—except one, facsimile.

Fm, tv and remote pickup, studio-transmitter and intercity relay allocations in the microwaves all began as experimental or developmental services and were accepted as standard services after a number of years of development. Fm and tv were first established as experimental or developmental services in 1936. Both were made commercial in 1941, although with the war years intervening they did not take hold until 1945. The microwave broadcast auxiliary services moved out of the experimental class beginning in 1945; all were completely commercial by 1952.

Facsimile was considered a potential broadcast service (newspapers in the home) as far back as 1936. In that year the FCC set out three bands for facsimile experimentation: 2,012 kc, 2,016 kc and 2,096 kc. In 1940, the Commission moved the still-experimental facsimile service to the vhf portion of the spectrum. It assigned facsimile three areas in the spectrum—10 frequencies in the 25 mc band, 11 frequencies in the 43.5 mc band and unlimited frequencies in the above-300 mc band.

In the 1945 allocations, the Commission made no provision for facsimile. However, facsimile transmissions by then had become part of fm broadcasting. At the present time facsimile is conducted as part of the fm broadcast service.

tion. Since pay tv proponents have said they could help uhf, they should be required to prove it, the report commented.

4. *Hours of operation:* Noting that Zenith proposes pay tv broadcasts to be limited to 15% of a station's time on the air and Skiatron proposes a maximum of 40 hours a week, the report called for "some percentage limitation," adding that a station should be allowed to offer only a certain number of hours of pay tv programming during peak viewing hours.

5. *Types of programs:* Observing that free tv programming has been developed with a minimum of government regulation and that neither the committee nor FCC wants to impose censorship or program control on pay tv, the report said that, nevertheless, pay tv proponents have insisted they will supplement existing programming by offering box-office-type programs such as (a) those too costly for sponsors on a regular basis (current feature films, legitimate plays), (b) those appealing to a limited audience (opera, ballet, concert, cultural, formal instruction), (c) those often withheld from sponsored tv because of adverse effect on box offices which cannot be made up adequately by advertisers (baseball, championship boxing matches, other sports).

In any test, pay tv proponents should be required to provide exactly the types of programs they claim cannot be presented except on pay tv, the report continued. These types of programs should be defined by the "box office concept" of whether they traditionally have brought paid admissions, the report said, while the free broadcaster would be unrestricted in using this type of programming. Quality and quantity of pay tv programs should be carefully scrutinized by the FCC to see that the systems do not move toward "mass appeal" programs, the report added.

6. *Expenses and risks of tests:* Expenses and risks should be confined wherever possible to pay tv promoters and broadcasters who carry pay tv programs, with expenses to the viewer to be kept to "the absolute minimum possible," the report said.

The report said arguments for and against pay tv are based largely not on facts but on predictions—on one side that pay tv will furnish a supplemental system of new and better programming and support additional tv stations, and on the other that pay tv will destroy the existing free system, limiting competition and with a minority paying for the programs which heretofore have been available free to all.

"Obviously," the report added, the committee could never condone the latter result, both because of its interest in the viewing public and because of the importance of tv as an advertising medium."

The draft then pointed to "an element of inconsistency" in the arguments of opponents of pay tv, in that they predict difficulties in operating pay tv and its probable failure because the public is satisfied with the present free system and would resent having to pay for programs on their own tv sets. On the other hand, the report continued, opponents' "strongest arguments" are predicated on the assumption that pay tv would be "overwhelmingly successful." Also, it was added, opponents claim pay tv is against the public interest but say they would—despite the public interest—"embrace subscription tv and lend their support to it just as soon as it seemed to have a chance of success."

The report described International Telemeter Corp.'s coinbox pay tv system, Skiatron Electronics & Tv Corp.'s and Zenith Radio Corp.'s code card systems and referred to a coin-operated system patented by RCA. It noted that Zenith, Skiatron and ITC have held local tests of their systems.

The staff draft is based on the Senate committee's April 23-27 hearings on the pay tv question last year at which 22 pro and con witnesses testified and four written statements were submitted [B•T, April 30, 1956].

Petitions asking approval of pay tv were filed by Zenith, Skiatron and ITC in the fall of 1954 and the FCC issued a notice of proposed rulemaking Feb. 11, 1955, with Sept. 9, 1955, the final date for filing comments. The FCC has rejected two petitions by off-the-air uhf licensees asking to broadcast pay tv programs on an experimental basis.

The report summarizes the steps by which subscription tv would be put into operation, if approved, and classifies the list of opponents and proponents and enumerates their arguments for and against the system.

TOLL TV NEAR IN OKLAHOMA

THE nation's first full-fledged commercial subscription tv system will be in operation by late spring or early summer.

The place? Bartlesville, Okla. The vendor? Video Independent Theatres Inc.'s subsidiary Vumore Inc. The method? Wire lines.

Not only has the target date been set, according to Larry Boggs, television chief of Video Independent, but a charge of $9.50 per month per subscriber has been set.

Vumore officials are engaged in making arrangements with the local telephone and power companies to use their poles in wiring up the city of more than 20,000. The company also is remodeling a closed theatre to house equipment, at a cost of $30,000. It has contracted to purchase $40,000 worth of tv gear for its projected film control center. The entire project, including the connections to individual homes, is estimated at $300,000, Mr. Boggs said last Thursday.

Video Independent officials have discussed the leasing of "current" films with major distributors, Mr. Boggs said, and although no commitments were made, a favorable response was indicated by all.

The films will be rented on the same basis as for regular theatre showings, Mr. Boggs explained. This is based on a percentage of gross revenues in most instances.

The $9.50 monthly charge will cover 13 films a month, Mr. Boggs reported. The films will be run exactly as in a theatre, he said—matinee and evening shows daily, with three changes a week.

Subscribers will pay monthly charges and may cancel their subscriptions at any time, Mr. Boggs said. The monthly charge was determined, the Video Independent tv executive said, on the basis of a U. of Oklahoma survey which showed that a charge between $5 and $10 would be acceptable for this service. It also showed that more than 50% of the interviewees expressed a favorable reaction to paying for up-to-date movies.

The proposal to communicate motion pictures and other special events to subscribers who would pay a fee to receive these programs on standard television receivers has been pending before the FCC for several years. Advocated by Zenith Radio Corp., Skiatron Electronics & Television Corp., and International Telemeter Corp. (a subsidiary of Paramount Pictures), the proposal before the Commission calls for a pay-tv system to be authorized on regular television broadcast channels. Licensed tv stations would be used to transmit garbled signals which would be unscrambled by various devices at the receiver upon payment of a fee.

The Commission's call for comments brought the greatest deluge of pro and con communications in the FCC's history. More than 20,000 individual responses, ranging from formal, printed brochures submitted by organizations, manufacturers and other

interested parties to postal cards handwritten in pencil by individual citizens, were received.

At the present time, the staff is understood to be preparing a digest of the comments for submission to the Commission.

Broadcasters and theatre exhibitors were generally hostile to the proposal.

Late last year, Jerrold Electronics Corp., Philadelphia, proposed that fee-tv be given a try over wire lines. Jerrold is a major manufacturer of community tv system equipment.

Video Independent Theatres Inc. owns and operates 150 conventional and 60 drive-in theatres in Oklahoma, Texas and New Mexico. In Bartlesville it owns three conventional and two drive-in theatres. It also owns 12.5% of KWTV (TV) Oklahoma City and holds permits for KSPS (TV) Hot Springs, Ark., and KVIT (TV) Santa Fe, N. M. Its Vumore Inc. subsidiary owns community tv systems in Ardmore and Hobart, Okla., and in Wellington and Childress, Tex. It also is building antenna systems in Altus and Hugo, Okla. Henry S. Griffing is president of Video Independent Theatres Inc.

Mr. Boggs emphasized one point in his discussion of Video Independent's plans for Bartlesville. "The project here," he said, "is not a conventional antenna distribution system. Its concept is that we are extending the walls of a conventional theatre to encompass all the homes in our area." He agreed that after the city is wired up, the system could be used for community tv purposes. He also envisaged the time when major national events could be brought to paying subscribers. "But," he added, "right now, all we are interested in is bringing current film features into the home. That's our business. This is just a new way to market our product in the light of changing times."

Mr. Boggs is a member of the board of the National Community Television Assn. and is one of a six-man committee named two weeks ago to act as liaison with an NARTB community tv committee on this subject (story, page 62).

An experimental pay tv service was undertaken in Palm Springs, Calif., several years ago by International Telemeter Corp. ITC operates a community tv system in that desert resort area and offered subscribers current feature films at an additional fee. The project was abandoned after less than a year's operation.

Board to Survey Pay Tv

PAY TELEVISION will be the subject of the next ballot of the National Audience Board, following the board's current poll to determine what the public really thinks of tv commercials. More than 46,000 ballots were distributed in this survey, whose returns are now being analyzed by college psychologists. The board takes no position in its surveys, which it conducts as a public service designed to encourage better tv programming. Findings will be made available to broadcasters and film producers as well as to advertising agencies, according to President Peter Goelet.

SPOT TV IN '56: $397.5 MILLION; FOURTH QUARTER TOPS OTHERS

NATIONAL advertisers invested more in spot tv time sales in the fourth quarter of 1956 than for any other quarter last year. The total for the Oct.-Dec. period was $107,842,000, according to data compiled for Television Bureau of Advertising by N. C. Rorabaugh Co.

At the same time, TvB is able to release for the first time the total national spot tv expenditures for a full calendar year: $397,498,000. And also for the first time since TvB has been releasing Rorabaugh quarterly estimates of spot tv billings, Procter & Gamble had its No. 1 ranking among top national advertisers wrested from it, appearing for the fourth quarter in third place. Brown & Williamson Tobacco Co. was first in the Oct.-Dec. period with an estimated spot tv expenditure of $2,866,700.

But P&G retained an unchallenged leading position on an annual basis, spending $17,521,900 for spot tv in 1956. Brown & Williamson for the year spent $11,288,700, ranking second. List of the top 10 national spot tv advertisers as released by TvB:

1.	PROCTER & GAMBLE	*$17,521,900*
2.	BROWN & WILLIAMSON	*11,288,700*
3.	GENERAL FOODS CORP.	*9,411,400*
4.	STERLING DRUG INC.	*8,823,400*
5.	PHILIP MORRIS & CO.	*7,369,400*
6.	COLGATE-PALMOLIVE CO.	*7,314,600*
7.	NATIONAL BISCUIT CO.	*5,536,500*
8.	MILES LABS INC.	*5,354,700*
9.	CONTINENTAL BAKING CO.	*5,264,900*
10.	KELLOGG CO.	*4,815,100*

In releasing fourth quarter and annual reports of spot tv time sales, Norman E. (Pete) Cash, TvB president, noted that the bureau soon will disclose a listing of all national and regional spot advertisers with their expenditures by brand.

"For the first time," Mr. Cash stated, advertisers will be able to see how their brands rank among the competition in this important half of television."

There were 2,787 companies who used spot tv during the fourth quarter, TvB reported. This total compares to 2,536 companies who used spot tv during the third quarter.

The fourth quarter stacked up well ahead of any of the other quarters' billing for the year; $100.2 million was reported for the first quarter; $105.6 million for the second quarter, and $83.8 million in the third quarter—a period of usual summer seasonal decline.

In national spot tv by product classification, the heavies last year included food and grocery products, more than $107.6 million; cosmetics and toiletries, over $34.2 million; drug products, more than $32 million; tobacco products, over $30.3 million; confections and soft drinks, above $21.5 million, and household laundry products, over $16.2 million.

The top 10 advertisers in last year's fourth quarter spent $19,720,000 compared to $19,148,000 for the leading 10 final quarter advertisers of 1955. The top 20 for the October-December period last year spent $30,310,800 as against the 20 for the similar quarter in 1955, which had a total of $28,666,500, according to TvB compilations. In the fourth quarter last year, 16 advertisers spent $1 million or more in spot as against 13 for the period in 1955.

These larger dollar investment totals and the increasing number of million dollar "investors," Mr. Cash observed, "can only indicate a rising respect for, and a solid cash endorsement by advertisers of, spot tv's power to move goods and services."

TvB found the following companies to be appearing for the first time in the list of top 200 spot advertisers:

American Character Doll Co.; Bon-Ami Co.; Chunky Chocolates; Clairol Inc.; Helene Curtis; E. F. Drew Co.; Drug Research Corp.; Max Factor & Co.; Food Mfrs. Inc.; Gilmar Record Co.; Kaiser Aluminum & Chemical Corp.; Lanvin Parfum Inc.; Lionel Corp.; Miller Brewing Co.; National Presto Industries; Omar Inc.; Sears Roebuck; The Texas Co.; United Fruit Co., and The Wander Co.

TvB's breakdown of the top 200 spot advertisers during the fourth quarter of 1956; compilations of tv spot buying by product classification during the fourth quarter and all of 1956; analysis of spot tv buying by part of day and type of sponsorship.

. . See pages 100 to 104

CARNATION CO., with its Friskies Dog Food, launched a nationwide tv campaign last Monday on *The George Burns and Gracie Allen Show* (CBS-TV) in cooperation with Ralphs Grocery Co. for special in-store promotion. With a typical store display, offering Friskies dog and cat hand puppets, are (l to r) comedian George Burns, Richard Ralphs, president of Ralphs Grocery Co., and George Catledge, general sales manager of Carnation Co.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 122,230,000 people in the U. S. over 12 years of age during the week Feb. 3-9. This is how they spent their time:*

71.4%	(87,272,000) spent	1,846.8 million hours	watching television
57.1%	(69,793,000) spent	976.1 million hours	listening to radio
83.1%	(101,551,000) spent	410.1 million hours	reading newspapers
26.9%	(32,881,000) spent	134.3 million hours	reading magazines
21.9%	(26,768,000) spent	249.8 million hours	watching movies on tv
25.6%	(31,338,000) spent	128.5 million hours	attending movies

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audience between each specific medium. Copyright 1957 Sindlinger & Co. Inc.

* All figures are average daily tabulations for the week with exception of the "attending movies" category, which is a cumulative total for the week.

U. S. Spends $8 Million Yearly On Advertising, Says Brophy

"IN AMERICA we spend nearly eight billion dollars a year for advertising," Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, New York, stated last week in a prepared dissertation on "The Role of Advertising" which was released in conjunction with Advertising Week, Feb. 10-16. Mr. Brophy served as chairman of the week.

In the article Mr. Brophy outlined five reasons why advertising "is essential to our dynamic way of life: First, advertising makes jobs. Second, advertising reduces selling costs. Third, advertising increases company profits. Fourth, advertising increases company security. Finally, our enormous and growing productivity needs advertising to speed up consumption."

As an example of demand created by mass consumption methods, Mr. Brophy said "that not so long ago Lifebouy was the only deodorant product with any volume, yet today the deodorant business has grown to major proportions without taking away from any other business, including perfumes." The instant dessert puddings, air conditioners and frozen foods were other examples that he cited.

AAAA's Gamble Sees Increase In 1957 Advertising Expenditures

EXPENDITURES for national advertising in 1957 should top the 1956 total by five to 10%, accompanying an increase of that nature in gross national product, Frederic R. Gamble, President of the American Assn. of Advertising Agencies, said last week in Los Angeles, where he conferred with the AAAA Southern California Council before continuing to San Francisco to inspect the new AAAA West Coast office there.

The rapid rise in income of many Americans was given by Mr. Gamble as one of the main factors for the anticipated growth in the national economy. He noted that this year there will probably be some 28 million families with annual incomes of over $4,000 after taxes, more than twice as many as six years ago. But, he declared, it is advertising and salesmanship that will stimulate these families to enjoy the way of life of the higher income groups into which they are moving.

Advertising expenditures, which averaged about 3% of the gross national product during the period between the First and Second World Wars, dropped to 1.5% during World War II and since the war has crept up to about 2.3 or 2.4% today, he said.

It Pays to Toot Own Horn, Two Spot Campaigns Testify

TV is making additional headway with two advertisers as result of organized sales pitching on behalf of the medium: Union Pharmaceutical Co. (Saraka laxative, Inhiston anti-histamine tablets), Bloomfield, N. J., through Grey Adv., N. Y., with choice of print or tv, is placing about $900,000 in a spot tv campaign effective March 1 in 20-30 markets. The drive runs through remainder of this year.

Anheuser-Busch Inc. (Budweiser beer), St. Louis, through D'Arcy Adv., St. Louis, is spending some $3.8 million for a radio-tv spot campaign in unspecified markets around the country, starting April 1 and through the end of the year (one-minute, 20-second and id's to be used in tv). Television Bureau of Advertising, among others, has been promoting tv to both firms.

Salada to Switch to SSC&B

SALADA TEA Co., Boston, Mass., whose budget is approximately $1.5 million in radio and television, has named Sullivan, Stauffer, Colwell & Bayles, New York, as its agency, effective June 1. Salada has been handled by the Hermon W. Stevens Agency, Boston for the past 35 years.

SINDLINGER REPORTS RECORD TV VIEWING

TELEVISION VIEWING hit its highest point the week ending Jan. 12 when a daily average of 88,144,000 people spent 1,892.2 million hours per week before their sets. It nearly equaled that mark the week ending Feb. 9 (87,272,000 people—1,846.8 million hours).

These figures were released today (Monday) by Sindlinger & Co., analysts, Ridley Park, Pa., coincident with inauguration of its new monthly "Activity" report, which shows how people across the country spend their time. [B•T will carry exclusive weekly figures on certain figures from the Sindlinger reports beginning with this issue; see box, at left.]

A radio milestone also was reported by Sindlinger: listening topped the billion-hours-per-week level each week that month. (The monthly by-week average was 1,004.8 million hours.) Latest report shows listening at 976 million hours the week ending Feb. 9.

Newspaper readership, too, is on the climb. Sindlinger counted 100,939,000 readers the week ending Jan. 5, the first time over the 100 million mark in five years. It went up further the week ending Feb. 9—to 101,551,000. "Activity" reports the duplicated and unduplicated audiences of three general media classifications: broadcasting, publishing and motion pictures. Broadcasting is further broken down into radio and tv; publishing into newspapers, magazines and books, and motion pictures into regular theatres, drive-ins and television. Additionally, Sindlinger reports on sports (by paid-to-see, television and participation categories), on traveling by automobile and on shopping.

The report includes a "talk about" section, detailing the events in television, motion pictures and politics which merited the greatest share in conversation during the month.

'56 Tv Viewing Sets Record, TvB Reports

TELEVISION viewing hit all-time highs in 1956 and the outlook is bright for this year, with January viewing at a still higher level than the corresponding period in 1956, according to the latest Nielsen data compiled and released last week by the Television Bureau of Advertising.

Norman E. Cash, TvB president, observed that the tv advertiser is receiving "increased benefit as the number of television homes increases, as does the length of time each home watches and the homes delivered to his commercial message." Using Nielsen data as his authority, Mr. Cash reported that the number of tv homes in December 1956 was more than 4 million over the total in the same period a year ago; ten of the 12 months of 1956 were "all-time highs" in the amount of time the average television home spent watching, and homes watching

television in January 1957 are up more than 15% for any given minute of the morning, afternoon or evening, as compared with the same period in 1956.

The latest Nielsen report shows, Mr. Cash continued, that the average evening network tv program in 1956 delivered more than a million additional homes to advertisers than in 1955, weekday daytime shows an additional 400,000 homes, and weekend daytime shows an added 800,000 homes. For the first two weeks of January covered by the Nielsen report, Mr. Cash pointed out, there were twice as many evening network programs reaching 10 million or more homes as compared with the same period of 1956 and four times as many evening programs reaching more than 15 million homes.

"In fact," Mr. Cash commented, "the average nighttime program delivered over two million more homes at the start of 1957 than at the start of 1956. Simply for comparison, this increase in delivered television audience is twice the increase in the newspaper advertiser's potential audience (circulation) for the entire year 1956."

Annual Inside Advertising Week Scheduled for March 31-April 5

ASSN. of Advertising Men & Women will sponsor the seventh annual Inside Advertising Week, March 31-April 5. Sixty selected advertising students from universities and colleges in the U. S. and foreign countries will be invited to visit New York for participation in various advertising activities.

Students will attend luncheons and dinners sponsored by leading advertising and business firms and also will visit advertising agencies, broadcasting company and newspaper, magazine and book publishing offices. At a banquet at the Hotel Biltmore, April 4, "The Outstanding Advertising Student Award" will be presented. The award will be based on the student's written reports on Inside Advertising Week, his participation in activity during the week, and his college record.

Underwood to New Post At Lever

RAYMOND F. UNDERWOOD, general sales manager, Lever division, Lever Bros. Co., N. Y., has been appointed to newly-created position of sales development director, it was announced last week by Milton C. Mumford, executive vice president. Hugh R. Conklin, national sales manager, Post cereals division, General Foods Corp., will succeed Mr. Underwood as general sales manager. Both appointments will take effect on March 1.

Herzog Heads ARF Committee

ADVERTISING Research Foundation last week announced the appointment of Dr. Herta Herzog, director of creative research, McCann-Erickson Inc., as chairman of its committee on motivation research. Dr. Herzog succeeds Dr. W. H. Wulfeck, chairman of the executive committee of William Esty Co., as head of this ARF committee. Dr. Wulfeck recently was elected chairman of the foundation's board of directors.

SEABOARD BUYS FIRST VIDEO SHOW

MARKING its initial use of television, Seaboard Drug Co., New York, a big radio advertiser, has signed to sponsor the new syndicated *Errol Flynn Theatre* in more than 150 markets, starting March 1, at an investment that may reach $4 million over a two-year period. The Agency for Seaboard is Grant Adv., New York.

Seabord plans were disclosed Thursday by Sig Shore, president of King-Shore Films Ltd., New York, distributor of the series, and Harry Patterson, president of Seaboard. The transaction represents an unusual arrangement in that Seabord is committed to spend $2 million for the two-year period in sponsoring the half-hour series, but its investment may reach $4 million, depending on the company's gross sales during the period.

Mr. Shores told B•T that to encourage Seaboard to use television as an advertising medium, King-Shore had offered an arrangement keyed to Seaboard's sales. This provides that if sales surpass a certain figure, the drug company will pay a certain percentage above $1 million each for 1957 and 1958 and the ultimate investment may reach a maximum of $4 million. Mr. Shore noted that the company's advertising budget heretofore had ruled out the use of television, but said that King-Shore's formula had paved the way for Seaboard's entry into tv.

The drug company to date has allocated its advertising budget primarily to radio. For a time it used the *Walter Winchell Show* on Mutual but dropped this program last December reportedly over a reference Mr. Winchell had made about Democratic presidential candidate Adlai Stevenson [B•T, Dec. 10, 1956]. It shifted its budget on Mutual to other network shows, and also has used saturation campaigns. Seaboard's new Mericin arthritis pain reliever drug, will be promoted heavily on the Flynn series.

King-Shore, which distributes this series, is a newly-organized company with offices at 445 Park Ave., New York. Telephone is Plaza 1-5370. Charles King, former program sales director of Mutual, is board chairman. Mr. Shore, the president, was formerly president of Cavanaugh & Shore Adv., and a vice president of Buchanan & Co., both New York.

The series was produced in England by Inter-Tv Films, Montreal, with Marcel Leduc as executive producer and Norman Williams as producer. Errol Flynn is host of the series and appears in every fourth film.

Guard to Open '58 Agency Bids

THE National Guard Bureau, Washington, D. C., will open bids for a 1958 fiscal year advertising and publicity contract to interested agencies and public relations firms at a meeting in the Pentagon, March 1. The National Guard contract for the 1957 fiscal year, held by Robert W. Orr & Assoc. Inc., New York, for the sum of $300,000, expires June 30.

The Bureau's announcement last week said a firm is needed "to conduct a public relations program to support the National Guard recruiting program and to keep the public informed on the Guard's mission as an integral part of our country's first line of defense and as reserve components of the Army and the Air Force."

TV ADVERTISING campaigns got a new look Feb. 6 when Sunrise Stop-And-Shop Super Markets kicked off a saturation campaign on WRCA-TV New York with a special half-hour variety show featuring performances by night club entertainers and hosted by syndicated columnist Hy Gardner. The *Sunrise Serenade* show initiated the super market's sponsorship of eleven 20-second spot announcements weekly for 13 weeks. Officials at a pre-broadcast Sunrise-sponsored dinner (l to r): Peter Volid, president of King Korn (trading stamps); Lester Wolff, of Coordinated Adv. Corp.; Isidor Pols, president of Sunrise, and Max Buck, WRCA-TV program manager.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS (TWO WEEKS ENDING JAN. 12, 1957)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	*Homes (000)
	Evening, Once-A-Week		(Average For All Programs)				(620)
1.	Great Gildersleeve	Anahist	Ted Bates	NBC	188	Thurs., 8-8:30	1,526
2.	People Are Funny	Anahist	Ted Bates	NBC	188	Wed., 8-8:30	1,431
3.	Blue Bibbon Bouts	Pabst Brewing Co.	Warwick & Legler	ABC	330	Wed., 10:05-11	1,431
4.	Dragnet	Anahist Carter	Ted Bates Ted Bates	NBC	188	Tues., 8-8:30	1,097
5.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	198	Sun., 6:30-7	1,002
6.	Juke Box Jury	sustaining		ABC	115	Sat., 9:30-10	1,002
7.	Gangbusters	participating sponsors	and agencies	MBS	450	Wed., 8-8:30	859
8.	Counter-Spy	participating sponsors	and agencies	MBS	450	Fri., 8-8:30	811
9.	News from NBC	Brown & Williamson	Ted Bates	NBC	188	Wed., 8:55-9	811
10.	Official Detective	participating sponsors	and agencies	MBS	452	Thurs., 8-8:30	811
	Evening, Multi-Weekly		(Average for All Programs)				(763)
1.	Lowell Thomas	United Service Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,479
2.	News of The World	Pharmacraft	J. Walter Thompson	NBC	188	Mon.-Fri., 7:30-45	1,431
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,431
	Weekday		(Average for All Programs)				(1,097)
1.	Rose Bowl Game	Gillette	Maxon	NBC	200	Tues., Wk 1, 4:45-concl.	2,194
2.	A. Godfrey	Scott	J. Walter Thompson	CBS	193	Fri., Wk 2, 11:15-30	1,860
3.	A. Godfrey	Mutual Benefit of Omaha	Bozell & Jacobs	CBS	193	Tues., Fri., Wk 2, 10:30-45	1,765
4.	Young Dr. Malone (1st half)	Carter	Ted Bates	CBS	188	Thurs., Wk 1, Tues., Wk 2, 1:30-45	1,765
5.	Ma Perkins (2d half)	Lipton	Young & Rubicam	CBS	191	Mon.-Fri., Wk 2, 1:15-30	1,717
6.	A. Godfrey	Chun King Sales	J. Walter Thompson	CBS	193	Tues., Wk 2, 10-10:15	1,622
7.	Our Gal Sunday (2d half)	Scott	J. Walter Thompson	CBS	188	Wed., 12:45-1	1,622
8.	Nora Drake (2d half)	Mentholatum	J. Walter Thompson	CBS	172	Mon., Fri., Wk 2, 1-1:15	1,574
9.	A. Godfrey	Sherwin-Wms. Co.	Fuller & Smith & Ross	CBS	193	Wed., 10:30-45	1,574
10.	A. Godfrey	American Popcorn	George A. Hartman	CBS	193	Wed., 10-10:15	1,479
	Day, Sunday		(Average for All Programs)				(477)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-2	1,383
2.	Pro-Football Championship	Pontiac	MacManus, John & Adams	NBC	179	Sun., 1:45-concl.	1,288
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	1,002
	Day, Saturday		(Average for All Programs)				(954)
1.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,717
2.	Robert Q. Lewis	L. Howe	Dancer-Fitzgerald-Sample	CBS	198	Sat., 11:50-55	1,383
3.	Allan Jackson News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 1-1:05	1,383

* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For a program of less than 10-minute duration, homes listening 1 minute or more are included.
Note: Number of homes is based on 47,700,000 the estimated March 1, 1957 total United States radio homes.

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TOP TV SHOWS (TWO WEEKS ENDING JAN. 12, 1957)

Rank	Program	Sponsor	Agency	Network	Approx. No. of Stations	Day & Time	†Total Audience Tv Homes Reached (000)
1.	Rose Bowl Game	Gillette	Maxon	NBC	181	Tues., 1/1, 4:45-7:25	21,104
2.	Ed Sullivan	Lincoln-Mercury	Kenyon & Eckhardt	CBS	165	Sun., 8-9	20,829
3.	I Love Lucy	General Foods Procter & Gamble	Grey Young & Rubicam	CBS	160	Mon., 9-9:30	18,864
4.	G. E. Theater	General Electric	BBDO	CBS	148	Sun., 9-9:30	17,606
5.	Disneyland	American Motors American Dairy Derby Foods	Geyer; Brooks, Smith, French & Dorrance Campbell-Mithun McCann-Erickson	ABC	176	Wed., 7:30-8:30	16,545
6.	Shower of Stars	Chrysler Corp.	McCann-Erickson	CBS	153	Thurs., 8:30-9:30	16,427
7.	Perry Como Show	Gold Seal Kimberly-Clarke Noxzema Sunbeam RCA S&H Green Stamps	Campbell-Mithun Foote, Cone & Belding Sullivan, Stauffer, Colwell & Bayles Perrin & Paus Kenyon & Eckhardt SSC&B	NBC	121	Sat., 8-9	15,917
8.	Alfred Hitchcock	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	15,406
9.	Jackie Gleason	P. Lorillard Bulova	Lennen & Newell McCann-Erickson	CBS	170	Sat., 8-9	15,170
10.	$64,000 Question	Revlon	BBDO	CBS	175	Tues., 10-10:30	15,052

Rank	‡Average Audience, Tv Homes Reached (000)
1.	Ed Sullivan Show 18,078
2.	I Love Lucy 17,842
3.	G. E. Theater 16,427
4.	Rose Bowl Game 14,738
5.	Alfred Hitchcock 14,305
6.	$64,000 Question 13,873
7.	December Bride 13,480
8.	Dragnet 13,480
9.	Disneyland 13,362
10.	Shower of Stars 13,362

Rank	Total Audience, %* of Tv Homes Reached
1.	Rose Bowl Game 54.9
2.	Ed Sullivan Show 54.6
3.	I Love Lucy 49.3
4.	G. E. Theater 46.4
5.	Disneyland 44.0
6.	Shower of Stars 43.5
7.	Perry Como Show 42.1
8.	Alfred Hitchcock 41.8
9.	Pro-Football Ch. Game 41.8
10.	Jackie Gleason 40.1

Rank	Average Audience, %* of Tv Homes Reached
1.	Ed Sullivan Show 47.4
2.	I Love Lucy 46.6
3.	G. E. Theater 43.3
4.	Alfred Hitchcock 38.9
5.	Rose Bowl Game 38.3
6.	$64,000 Question 36.0
7.	Disneyland 35.5
8.	December Bride 35.4
9.	Shower of Stars 35.4
10.	Dragnet 35.2

[Details on Programs in Preceding Tables Not Listed in Top Table]

December Bride	General Foods	Benton & Bowles	CBS	183	Mon., 9:30-10
Dragnet	Liggett & Myers Schick	McCann-Erickson Warwick & Legler	NBC	171	Thurs., 8:30-9
Pro-Football Ch. Game	Pontiac	MacManus, John & Adams	NBC	140	Sat., 1:45-4:54

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
(*) Percented ratings are based on tv homes within reach of station facilities used by each program.

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Calif. Increases Most In Population Estimates

CALIFORNIA showed the largest increase in population in the period between the 1950 census and July 1, 1956, according to the U. S. Census Bureau. The state's increase from 10,586,223 to 13,433,000 represented a gain of 26.9%. From a percentage standpoint, Nevada recorded the largest gain, 54.6%, or from 160,083 to 247,000.

The bureau announced that the nation's population, including members of the armed forces overseas, has reached an estimated 170 million this month. The following table shows provisional estimates of total population of states as of July 1, 1956, in comparison with the April 1, 1950, decennial census count:

State	Total Population July 1. 1956	April 1, 1950 (Census)	Increase or Decrease (Percent)
Ala.	3,135,000	3,061,743	2.4
Ariz.	1,057,000	749,587	41.0
Ark.	1,815,000	1,909,511	–5.0
Calif.	13,433,000	10,586,223	26.9
Colo.	1,612,000	1,325,089	21.7
Conn.	2,232,000	2,007,280	11.2
Del.	402,000	318,085	26.4
D. C.	866,000	802,178	7.9
Fla.	3,770,000	2,771,305	36.0
Ga.	3,712,000	3,444,578	7.8
Idaho	625,000	588,637	6.1
Ill.	9,432,000	8,712,176	8.3
Ind.	4,413,000	3,934,224	12.2
Iowa	2,692,000	2,621,073	2.7
Kan.	2,103,000	1,905,299	10.4
Ky.	3,017,000	2,944,806	2.5
La.	3,004,000	2,683,516	12.0
Me.	910,000	913,774	–0.4
Md.	2,812,000	2,343,001	20.0
Mass.	4,812,000	4,690,514	2.6
Mich.	7,516,000	6,371,766	18.0
Minn.	3,241,000	2,982,483	8.7
Miss.	2,124,000	2,178,914	–2.5
Mo.	4,255,000	3,954,653	7.6
Mont.	638,000	591,024	8.0
Neb.	1,414,000	1,325,510	6.7
Nev.	247,000	160,083	54.6
N. H.	560,000	533,242	5.1
N. J.	5,403,000	4,835,329	11.7
N. M.	815,000	681,187	19.6
N. Y.	16,195,000	14,830,192	9.2
N. C.	4,423,000	4,061,929	8.9
N. D.	657,000	619,636	6.0
Ohio	9,096,000	7,946,627	14.5
Okla.	2,237,000	2,233,351	0.1
Ore.	1,718,000	1,521,341	12.9
Penna.	10,964,000	10,498,012	4.4
R. I.	828,000	791,896	4.5
S. C.	2,353,000	2,117,027	11.1
S. D.	696,000	652,740	6.6
Tenn.	3,466,000	3,291,718	5.3
Texas	8,925,000	7,711,194	15.7
Utah	812,000	688,862	17.9
Vt.	370,000	377,747	–2.0
Va.	3,651,000	3,318,680	10.0
Wash.	2,667,000	2,378,963	12.1
W. Va.	1,983,000	2,005,552	–1.1
Wisc.	3,764,000	3,434,575	9.6
Wyo.	321,000	290,529	10.4
U. S.	167,191,000	150,697,361	10.9

BBDO 29th Annual Convention To Draw 2,300 Employes Thurs.

BBDO will hold its 29th annual convention this Thursday (Feb. 21) in the Hotel Roosevelt, New York, to be attended by more than 2,300 of its employes from New York and branch offices. Ideas and techniques in advertising and marketing evolved over the past year will be discussed by management. The live show with speakers Bruce Barton, Alex Osborn and other company executives will be televised by closed circuit to nine BBDO offices in other cities.

Ben Duffy, president, convalescing from a stroke suffered in December, will watch the program on a special monitor installed in his room at Harkness Pavillion. W. Barry McCarthy, a BBDO vice president, is chairman of the 1957 BBDO convention committee.

advantageous buys in baltimore's
popular film programs

AMOS 'N ANDY
Monday thru Friday at 6 P.M.
Harlem's most beloved characters will amuse the entire family

January ARB AMOS 'N ANDY	
WMAR-TV	**13.8**
Station A	10.8
Station B	4.8

WATERFRONT
starring Preston Foster
Monday at 6:30 P.M.
thrilling adventures of a rugged tugboat captain

January ARB WATERFRONT	
WMAR-TV	**14.5**
Station A	9.6
Station B	4.3

PUBLIC DEFENDER
starring Reed Hadley
Tues. and Thurs. at 6:30 P.M.
dramatized trials with their preceding investigations

January ARB PUBLIC DEFENDER	
WMAR-TV	**16.7**
Station A	7.7
Station B	4.6

CITY DETECTIVE
starring Rod Cameron
Wednesday at 6:30 P.M.
a police lieutenant cracks the wave of big-city crime

January ARB CITY DETECTIVE	
WMAR-TV	**13.4**
Station A	11.4
Station B	5.8

FEDERAL MEN
starring Walter Greaza
Friday at 6:30 P.M.
dangerous crime-fighting assignments of government agents

January ARB FEDERAL MEN	
WMAR-TV	**13.1**
Station A	3.2
Station B	7.5

CHANNEL 2 THEATRE
Monday thru Friday at 11.15 p.m.

A select group of top quality full length feature films, which are designed to meet the demands of late-evening viewers, include distinguished Hollywood productions with many famous stars.

FIRST RUN FILM THEATRE
Saturday at 11 p.m.

The widely-acclaimed and award-winning film features with their casts of renowned artists are completely new to Baltimore television, and "First Run Film Theatre" continues to be the top-rated local TV film show.

CBS TELEVISION

In Maryland, most people watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

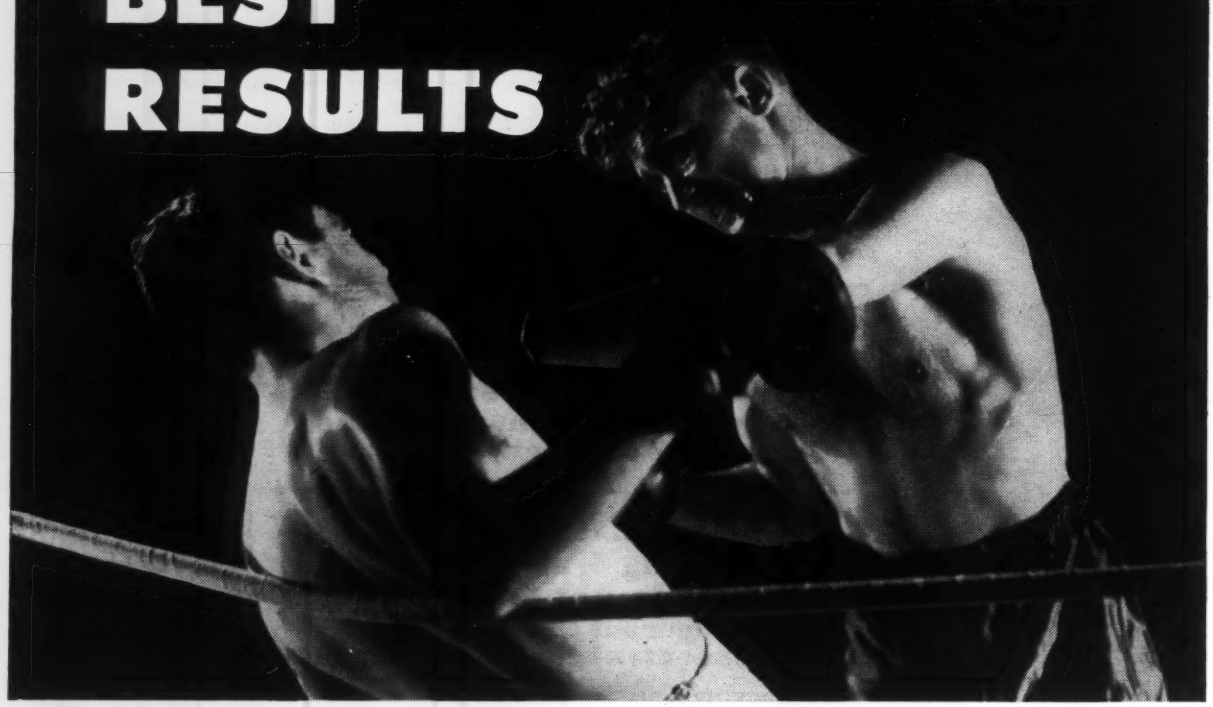
Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco Chicago, Atlanta, Dallas, Los Angeles

PIN POINT POWER GETS BEST RESULTS

Radio Station W-I-T-H "pin point power" is tailor-made to blanket Baltimore's 15-mile radius at low, low rates—with *no waste coverage.* W-I-T-H reaches 74%* of all Baltimore homes every week—delivers more listeners per dollar than any competitor. That's why we have twice as many advertisers as any competitor. That's why we're sure to hit sales results "on the button" for *you,* too.

*Cumulative Pulse Audience Survey



Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington.
Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

ESTY SEEKS TO CALM LOG REQUEST FEARS

- **Measure to be infrequent**
- **Stations offered alternates**

OFFICIALS of William Esty Co. appeared last week to have calmed most—if not all—fears they had provoked when they called for early-morning logs of all radio stations carrying spot business placed by Esty [B•T, Feb. 11, 4].

A statement issued with their approval late Thursday spelled out their purposes in asking for the logs, making clear that it would not be a frequent request, and suggesting that stations which object to releasing logs might submit instead a statement of commercial policy or content giving the exact time and length of all commercials.

The statement was released by Robert E. Eastman of John Blair & Co., after the log request was explored by a group from Station Representatives Assn.'s Radio Trade Practices Committee, which he heads, in a meeting with Esty authorities. Members of the SRA committee said, however, that the announcement was cleared by Esty officials, and R. C. Grahl, Esty radio-tv timebuyer, who initiated the call for logs, himself had told B•T earlier that a statement on the meeting would be issued through Mr. Eastman.

The one major fear which had gripped broadcasters and which did not appear to be settled in the conference was the thought that other agencies might make similar requests, thereby creating a conceivably overpowering burden of effort and expense for stations. Esty officials' assurance that they didn't want to load stations with "an undue amount of red tape and expense," however, appeared to ease these fears, as did their statement that "naturally this is a request which would only be made on a very occasional basis." Other than a "completely unrelated" request sent to some 23 stations earlier by John W. Shaw Adv., Chicago [B•T, Feb. 11], no new log bid has been reported.

Both Esty officials and members of the SRA group said they felt some good has already come out of the Esty request "because," the statement asserted, "undoubtedly some stations are now in the process of reinspecting this [early-morning] time period and making adjustments to get it back to a more reasonable content." The statement continued:

"No pre-conceived ideas as to what proper commercial content should be were expressed [in the meeting]. It was felt this was in the realm of station management, depending upon the particular character and ability of the personality handling the program. Although the agency spokesmen felt that some stations they had checked were way out of line, they have confidence in good station management to handle their scheduling properly."

Mr. Grahl said:

"Our purpose in making this request was to secure important information not available in our current sources, such as the program schedule, coverage map, Standard Rate & Data or the rating books. We feel it is important in evaluating any advertising to look at the overall content more closely. We want to inspect in greater detail that which we have bought in order to have the right perspective in future buying plans in spot radio. Maybe other times, such as nighttime and weekend, might offer attractive attention-getting opportunities that we are missing.

"Our purpose in requesting actual broadcasting logs was because it seemed the most direct and easiest way of obtaining the desired information. It certainly seemed easier [photostating logs] than typing out a commercial schedule or taping a full hour and a half.

"We realize, of course, that you cannot always judge the quality of local programming or the ability of a personality from looking at a piece of paper. Nevertheless, you must agree that this is pertinent information in connection with our buying decisions."

Mr. Grahl also stressed, the statement noted, that Esty's request involved no attempt to regulate station policy regarding commercial content but rather that Esty felt it was entitled to a closer look at how stations are handling the high-demand early-morning time where much of the spot business of Esty clients is scheduled.

Nor was there any intention by Esty to cast aspersions on spot radio generally, the statement continued, pointing out that the experience of several Esty clients has demonstrated the high selling qualities of spot radio advertising.

For their part, station representatives at the meeting agreed the agency was entitled to the information it was seeking. But it was pointed out that some stations object to releasing their logs, and the statement said

AGENCY TAKES REVENGE ON REP—39-26

JOHN BLAIR (r), president of John Blair & Co. and coach emeritus of the Blair companies' basketball team, presents "Blair Cup" to Newman McAvoy, vice president-media director of Cunningham & Walsh and pilot of the C&W cagers.

A GROUP of New York advertising agencymen finally "evened the score" with a segment of the station representative world that comes to haunt them during the course of business hours. They did it with basketball.

Donned in shorts, sneakers and T-shirts, the "men from Cunningham & Walsh," aided by "ringers" from Ruthrauff & Ryan, Kenyon & Eckhardt, Warwick & Legler and a slim, trim representative or two of Slenderella International, took on the dribblers from John Blair & Co. and Blair-Tv Jan. 29 and sent them down to "glorious defeat," with a score of 39 to 26.

The occasion according to a Blair spokesman, was "the first—and quite possibly the last—annual Poison Ivy Legaue Championship classic." The place: St. Anne's School for Boys, New York City. To the winners, led on by C&W Vice President and Media Director Newman McAvoy, went a "large, pseudo-silver urn topped by a basketball player. Losers joined winners for postmortem rites at an East-side Manhattan *bierstube*.

As usual, the last word was gotten by the reps. Said a Blair official: "We may have been outclassed on the basketball floor, but we easily carried the day with our five-girl cheering section." There was no argument from the agency boys.

BLAIR cheerleaders (l to r): Marie Santoro, Greta Lee, Pat Accurso, Anne Pellegrino, and Irene Haydel. They kept losers' spirits up.

"everyone was in agreement" that in such cases "a statement of commercial policy or content, giving the exact time and length of all commercials, would be acceptable." The meeting adjourned, the statement concluded, "on the understanding that an effort would be made to get the desired information provided in the form convenient to each station."

Besides Mr. Grahl, Esty representatives at the meeting were Mark Byrne, Hal Simpson, Richard Driscoll, Frank Mahon, and Harry Martin. Representing the SRA committee, in addition to Mr. Eastman, were Morris Kellner of Katz Agency and Jack Thompson of Peters, Griffin, Woodward.

INSURANCE GROUPS TURN TO RADIO-TV

- **Sizeable budgets announced**
- **National, local plans made**

INSURANCE agent use of radio-tv is perking up.

Latest developments in a stepped-up awareness among insurance people of the broadcast media:

• Disclosure last week that the National Board of Fire Underwriters has set aside $890,000 for its nationwide radio-tv spot campaign that starts 13 weeks on March 4. The budget also includes promotion facets of the campaign.

• Circulation nationally to members and other independent agents and brokers of NBFU's tie-in campaign for radio-tv on the local level.

• Clearing of decks by National Assn. of Insurance Agents for upcoming radio-tv plans [CLOSED CIRCUIT, Feb. 14]. NAIA has appointed Doremus & Co., New York, as its agency, and is already tieing-in with the local NBFU radio-tv effort through its membership on an individual basis.

NBFU, which has about 220 capital stock member firms, will use more than 130 radio stations and will be in 10 major tv markets in its 13-week spot drive, using 20-second announcements only. Its agency is J. M. Mathes, New York.

On the local level, the National Board of Fire Underwriters' drive is a two-pronged effort to acquaint the public with what it feels is an existence of a "serious underinsurance on building and contents" (property insurance) and to tell the public about the general need for "adequate" insurance. Also included is magazine advertising. The board is telling local agents:

"Radio, television and magazine advertising will help open the door for you to sell much-needed additional insurance, not only in fire but in every line you write. The broadcast campaign will serve to pre-condition your clients and prospects—provide a favorable atmosphere for you to sell more insurance among property owners who are not adequately protected.

"In addition, the campaign will perform a service for the public and create goodwill among literally millions of home owners by alerting them to their need for adequate insurance—make them receptive to your personal follow-up. You will benefit from the greater premium volume and the resulting increased income."

On local radio, the agent is urged to purchase either a full 20-second announcement, or if on a station that is carrying a National Board commercial, follow that spot with an eight-second tie-in. Scripts are offered, and upon request the agent can purchase for $1 a disc containing 15 commercials.

For local tv, the agent has available to him from the board three special animated tv films, each 20 seconds in duration, the set of three prints costing $15 (the board paid about $5,000 for the production of each film).

The National Assn. of Insurance Agents, which like NBFU is based in New York, is composed of individual casualty agents. Its board meets in Denver April 28-May 1 at which time its advertising plans—which could run into the millions—will be presented.

P&G Buys Silvers Show

PROCTER & Gamble Co. (Joy), through Leo Burnett Co., officially assumes alternate week sponsorship of "You'll Never Get Rich" on CBS-TV, Tuesdays, 8-8:30 p.m. EST, effective Feb. 26. Other sponsor is R. J. Reynolds Tobacco Co. J. B. Williams Co. has been sponsoring the program on alternate weeks in the interval since Amana Refrigeration Inc. dropped its sponsorship, charging rate "inequities" and rising costs plus low viewership. The Amana decision [B•T, Jan. 14] followed network billing and and discount disclosures by the Celler Antitrust Subcommittee.

J&G Agency Opens in Cleveland

J&G Television Productions Inc., agency specializing in radio and television, has opened offices in the Hippodrome Bldg., Cleveland, Ohio.

Jack Kravitz, president of the firm, formerly was assistant to the president of Anchor Rubber Products Corp. Gary Davis, vice president, formerly was in sales promotion with 20th Century-Fox.

Vitamin Corp. Buys Radio-Tv

VITAMIN CORP. of America, Los Angeles, last week announced it will invest more than $1 million over the next few months to promote Intracel, new analgesic drug to relieve pain, and Rybutol, vitamin-mineral formula, through BBDO, New York. The products will be promoted on NBC-TV's *Today*, *Tonight* and *Steve Allen Show* on various network radio programs and in printed media.

Carter Buys Into 'Hialeah' Series

CARTER PRODUCTS Inc. (Rise shave cream and Arrid deodorant) has signed for the last two programs (Feb. 23 and March 2) of NBC-TV's Saturday (4:30-5 p.m. EST) *Racing From Hialeah* series which began Jan. 26. Agency is Sullivan, Stauffer, Colwell & Bayles. Carter also is one of the sponsors of NBC-TV's pro basketball telecasts which precede the racing program.

Ad League to Hear Breckenbridge

ROBERT BRECKENBRIDGE, chairman, food and drug group, Assn. of National Advertisers, will address the membership meeting of the League of Advertising Agencies at the Advertising Club of New York tomorrow night (Tuesday) on "What The Client Expects From His Advertising Agency."

A & A SHORTS

Goodkind, Joice & Morgan Inc., Chicago, announces change of name to Don Kemper Co.

Honig-Cooper Co., San Francisco, announces establishment of new business development department. **R. O. Davis,** vice president of company, will head department.

Dubin & Feldman Inc., Pittsburgh, changes name to Dubin, Feldman & Kahn Inc.

Ley & Sinclair Adv., S. F., announces change of name to **G. J. Ley Assoc.** Officers include **James E. Porter,** vice president, and **Kathryn B. Wright,** secretary.

AGENCY APPOINTMENTS

Bulova Watch Co., N. Y., appoints Marschalk & Pratt Div., McCann-Erickson, N. Y., to handle advertising for its new electric razor.

George W. Luft Co., (Tangee cosmetics), Long Island City, N. Y., appoints Calkins & Holden, N. Y.

Billen Engineering, N. Y., (air conditioning dealer) names Mumm, Mullay & Nichols, N. Y.

Fox Head Brewing Co. (Fox Deluxe, Fox Head 400 beers) Madison, Wis., appoints Schram Adv. Co., Chicago.

Kraeuter & Co. (manufacturer of pliers and wrenches), Newark, N. J., appoints Wilson, Haight, Welch & Grover Inc., N. Y.

Glidden Pottery Inc., Alfred, N. Y., appoints Lee Ramsdell & Co., Phila.

Standard Fruit & Steamship Co., New Orleans, appoints Tracy-Locke Co., same city.

Old World Formulas of South Inc., Gasden, Ala.; **Powell & Warne Bakery,** Asheville, N. C.; **House of Wakefield,** Greensboro, N. C.; **Lamont Labs,** Greenville, S. C.; **Moore's Mfg. Co.,** Bristol, Va., and **Southern Truck Terminal,** Charlotte, N. C., appoint Walter J. Klein Co., Charlotte, N. C.

National Shawmut Bank of Boston appoints Harold Cabot & Co., same city, effective May 1.

Germain's Inc. (grower and distributor of agricultural-horticultural products), Los Angeles, appoints Anderson-McConnell Agency Inc., Hollywood.

Motch & Merryweather Co. (manufacturer of machine tools), Cleveland, appoints Griswold-Eshleman Co., same city.

THREE LITTLE WORDS

guide your radio buy in Milwaukee

MUSIC

24 hours a day . . . 7 days a week . . . but music intelligently scheduled! Yes, today's top hits, but also a generous variety of yesterday's great records plus a liberal taste of old tunes done up by the current group of fine entertainers. And it's all attractively packaged by our team of 7 popular radio personalities.

NEWS

32 Newscasts daily prepared by our 6-man news department and presented 5 minutes before the hour and half-hour. A UP news wire and sports wire, 2 mobile units, state correspondents, a weather wire, a police and fire radio monitor plus regularly scheduled telephone conversations with local news sources keep WEMP listeners among the best informed in the world.

SPORTS

Live, play-by-play of Milwaukee Braves Baseball, Green Bay Packer Football, U. of Wisconsin Football and Basketball, plus coverage of special local sporting events and 11 sportscasts daily . . . provide a wealth of entertainment for our sports minded listeners. In addition, these features are described wherever possible by our Sports Director and "The Voice of the Braves," Earl Gillespie.

WEMP

5000 watt power at 1250 k.c.

represented wherever you live by Headley-Reed

NETWORK NEW BUSINESS

R. J. Reynolds Tobacco Co. (Winston and Camel cigarettes), Winston-Salem, N. C., has signed to sponsor mutual's *Baseball Scoreboard*, five-minute program following each network presentation of *Game of the Day* broadcasts. Agency: Wm. Esty Co., N. Y.

Quaker Oats Co. (cereals, pancake and corn bread mixes, pet food), Chicago, has signed for 11 programs of *NBC News* (NBC-TV, Mon.-Fri., 7:45-8 p.m. EST), effective last Tuesday. Agency is Needham, Louis & Brorby.

La Choy Div. (Chinese foods) **Beatrice Foods Co.**, through Foote, Cone & Belding, buys 65 five-minute segments (one schedule running three per week for 13 weeks starting March 3, another for 26 weeks beginning in September) on ABC Radio *Breakfast Club*.

George S. May Co., Chicago, buys final rounds of World Championship Golf Tourney on NBC-TV Aug. 11, also 30-minute *Championship Golf* on WNBQ (TV) Chicago for 13 weeks, starting June 4. Agency: M. M. Fisher & Assoc., same city.

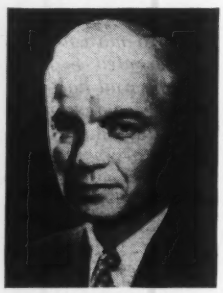
NETWORK RENEWALS

American Bird Food Co., through George H. Hartman Co., renews one weekly five-minute period on ABC Radio's *Breakfast Club* for 26 weeks, starting March 11.

A&A PEOPLE

Mrs. Fay Steckley, San Antonio, to Fraser Adv., same city, as vice president in charge of radio-tv.

Esty Stowell, executive vice president of Benton & Bowles, N. Y., to Ogilvy, Benson & Mather, N. Y., in similar capacity.



MR. STOWELL

Fred Burghard Jr., advertising-sales promotion, Boonton Moulding Co. (Boontonware), Boonton, N. J., to Ruthrauff & Ryan, N. Y., as account executive.

Bill Adler, sales manager, WABD (TV) New York, to Grey Adv. Agency, same city, as account executive.

Al B. Pote, head of his own agency, to Charles H. Garland & Assoc. Inc., Phoenix, Ariz., account executive.

Jean Robinson, formerly feature editor, *The Spectator,* insurance publication, to Edawrd Gottlieb & Assoc., N. Y., as associate account executive.

John J. Mulligan, supervisor, New York office of Mumm, Mullay & Nichols, to Robert Otto & Co., N. Y., account staff.

Jack Popp, Russel M. Seeds Co., Chicago, promoted from production manager to assistant account executive on W. A. Sheaffer Pen Co. account. **Barbara Hartman,** assistant production manager, succeeds him.

Milton J. Wurzbach, assistant district director of public relations, U. S. Steel Corp., Cleveland, named staff director, product information, public relations department of company in Pittsburgh. Before joining U. S. Steel in 1949, Mr. Wurzbach was with *The Cleveland Press* for ten years as reporter and military editor.

MR. WURZBACH

Albert W. Allen, Bryon Houston, N. Y., to Joseph Katz Co. as vice president of N. Y. office.

George C. Hartridge, Benton & Bowles, N. Y., to Fuller, Smith & Ross, same city, as account executive.

Arne N. Ramberg, spot radio-tv timebuyer, Paul Venze Assoc., Baltimore, and **W. R. Hevell,** account executive-copywriter, Meldrum & Fewsmith Inc., Cleveland, to W. B. Doner & Co., Baltimore, as media buyer and copywriter, respectively.

John A. Hash promoted from assistant advertising manager to advertising manager of Celotex Corp. (building materials), Chicago, succeeding **Gates Ferguson,** who continues with firm as advertising consultant.

Arthur B. Smith, production manager, Flagler Inc., Buffalo, N. Y., to Robert S. Risman Adv. Agency Inc., same city, as production manager-publications media director.

William Salkind, assistant account research supervisor for Kenyon & Eckhardt, N. Y., named supervisor of experimental research.

Raymond F. Underwood, general sales manager of Lever division, Lever Bros., N. Y., named director of sales development for company, succeeded by **Hugh R. Conklin,** national sales manager, General Food Corp.'s Post Cereals division, Battle Creek, Mich.

Seymour Nordenberg, divisional vice president-general sales manager, Goldblatt's Stores, Chicago, to Sealy Inc. (mattress products), same city, as advertising-merchandising director, effective March 16.

Charles Dreier Jr., media department manager Fletcher D. Richards Inc., N. Y., appointed media director. **John J. Meskil,** space buyer, succeeds Mr. Dreier. **Peter T. Collins, James N. Buttrick** and **Edward R. O'Shea** named space buyers.

William L. Ballard, head of marketing-research, John W. Shaw Adv. Inc., Chicago, appointed director of marketing services.

William Humphrey public relations director for Chicago Housing Authority, to Calkins & Holden Inc., same city, in similar capacity.

Stephen E. Korsen, charge of press section, public relations department, Borden Co., N. Y., named assistant public relations director.

Andre Luotto, formerly head of his own tv-motion picture production agency and previously editor with Italian-language publications, to Emil Mogul Co., N. Y., as director of foreign language department.

Deane Coords, associate copy supervisor, Kenyon & Eckhardt, N. Y., promoted to copy supervisor.

Ruth Hawkins, radio-tv commercial writer, Young & Rubicam, N. Y., to Fred Wittner Adv., same city, publicity staff.

John A. Wright, electrical engineer and writer, to Gray & Rogers, Phila., public relations staff.

Peter Gilman, formerly with Associated Press and *Los Angeles Times,* to Kennedy, Walker & Wooten Inc., Beverly Hills, writing staff.

Georges Carousso, special projects writer, Cary Byoir & Assoc., N. Y., and freelance writer, to Gray & Rogers, Philadelphia.

Paul Mitchell, partner, Hall-Mitchell Adv., Orange, Calif., elected president of Orange County Assn. of Adv. Agencies. **Chet Dippel,** Chet Dippel Adv., Fullerton, Calif., named vice president and **Armand Hanson,** Armand J. Hanson Co. Santa Ana, Calif., named secreary-treasurer.

Jan Gilbert, broadcast supervisor and timebuyer, Doyle Dane Burnbach, N. Y., and **Luellen Stearns,** vice president of Transcommunity Tv Network, same city, married Feb. 2 at Community Church in N. Y.

SCORING again for WBAP-FM Fort Worth, Tex., is Bobby Peters (l), program director for the *Star-Telegram* station, as he holds a contract signed by Fort Worth businessman Charles W. Roland for Rowland's Record Shop sponsorship of musical programs on the music and news station. WBAP-FM's programming includes recorded offerings ranging from dinner music to classics to modern jazz, and two "live" network shows, NBC's *Bandstand* and ABC's *Metropolitan Opera of the Air.* Since Peters was named program director last June, renewals have reached the 97% mark—an all-time high for the station, officials say.

ADVERTISERS GET BIG-TIME RESULTS WITH WFAA-TV! . . .

Now in its second year for the 7-Up Bottling Company, *"Soldiers Of Fortune"* packs the largest share of audience in its time period . . . a *family* audience for a sparkling *family* drink! The top-rated show in a 4-station market . . . and profitably substantiated by 7-Up sales figures! If you are looking for "Big Time" results in this rich Dallas-Fort Worth market, look to the station that consistently points the way!

WFAA-TV

CHANNEL 8—DALLAS

Blanketing 564,080 North Texas television homes

Call Your **PETRYMAN** for complete market data and availabilities.

ON THE DOTTED LINE . . .

SIGNING the contract that gives WCHS Charleston, W. Va., air rights to 154 Charleston Senators baseball games at home and away is club General Manager Hillman Lyons. Ned Martin (l), WCHS sports director, who will do the play-by-play, and station Vice President-General Manager John T. Gelder Jr. witness the signing. The season opens in Charleston April 16.

CONTRACT for the third year of *Open Forum of the Air* on WADK Newport, R. I., is signed by the Martellino brothers, owners of Paul & Eddie's Restaurant. Closing the deal are (l to r) program moderator Jack Stewart, Edmund and Paul Martellino and WDAK Manager Milton E. Mitler. *Open Forum,* originating daily at 12:05-1:30 p.m. in the restaurant, gives diners and listeners (by telephone) a chance to be heard on any subject that comes up.

FIFTY-TWO week contract is signed at KBTV (TV) Denver by Emil Berkowitz, president of New York Furniture Co., Denver, for the station's 10 p.m. feature film presentation. The series begins Feb. 16, on the John Mullins station. With him are Tommy Young (l), KBTV (TV) commercial manager, and R. Max Goldberg, head of the Max Goldberg agency.

CONTRACTING for Beneficial Finance Co.'s one-third sponsorship of Los Angeles Angels' baseball broadcasts over KMPC Los Angeles is Alton C. Wickman (seated), vice president of the company's southwest department. At the signing (l to r): Harold H. Black, executive vice president of Reach, Yates & Mattoon, New York, Beneficial's agency; David Corbett, the company's regional advertising director; Jack Mulligan, KMPC account executive, and Bob Kelley, KMPC director of sports, who handles the Angels' play-by-play.

SPONSORSHIP of WGAR Cleveland's 11 p.m. news, with Jack Dooley reporting, for another 26 weeks, is renewed by officials of Cleveland's Second Federal Savings & Loan Assn. as station representatives look on. At the signing (l to r); Carl E. George, WGAR general manager; Stanley Gee, sales representative for the station; C. W. Grove, president of Second Federal Savings, and Ralph Leavenworth, advertising counsel for the firm.

COMPLETING negotiations for presentation of *Frontier,* a tv western drama, over KGGM-TV Albuquerque are (l to r): Hugh Riker, agency official; Jack Jones, Frontier Ford (dealer) president, and Kenneth Ferril, KGGM-TV account executive.

LINDSEY-ROBINSON INC., maker of Gambills flour products, signs a 52-week contract for a three-times-weekly segment of *Top O' The Morning,* country music show on WDBJ-TV Roanoke, Va. L to r: Ray Terrill, WDBJ-TV account executive; James Calloway, advertising manager for Lindsey-Robinson Inc. and Ray P. Jordan, vice president in charge of broadcasting for WDBJ AM-FM-TV.

(50,000 watts)

MIAMI, FLORIDA

The South's most powerful full-time independent radio station.

Rex Rand, president of the Rand Broadcasting Company proudly announces the appointment of

Edward Petry & Co., Inc.

RADIO DIVISION

as exclusive national representative effective immediately

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

HOW NTA FEATURE FILMS

...in market after market

Typical ratings for 20th Century-Fox Feature Films

...In CHICAGO (26.4 Rating...with 84.8 Share—ARB)

LES MISERABLES, starring Fredric March and Charles Laughton, was No. 1 rated feature film in Chicago during November, outrating three competing stations combined.

...In PROVIDENCE (34.5 Rating...with 68.3 Share—ARB)

WING AND A PRAYER, starring Don Ameche and Dana Andrews, achieved rating more than twice that of network competition...when shown on WPRO at 10:30 P.M.

...In HARRISBURG, PA. (27.5 Rating...with 41.0 Share—AR

HOW GREEN WAS MY VALLEY, starring Walter Pidgeon and Maureen O'Hara, outrated Disneyland, Kraft Theatre, Arthur Godfrey... when shown on WHP, a "U" station.

When you come down to it, numbers can be beautiful. After all, what is more lovely than a figure that's going your way?

It's so—with NTA's fabulous feature films, which *outrate competition* nearly all over this fair Republic. And why not—when they derive from such stellar producers as 20th Century-Fox and David O. Selznick, to name only two?

So if it's ratings you want—and name somebody who doesn't—there's only one thing to do. Reach for your telephone, Western Union blank, or ball-point pen, and get in touch with NTA *today*. Tell 'em *statistics* sent you!

MSSKYROCKET RATINGS

ketaccording to ARB

Typical ratings for David O. Selznick Feature Films

. In CHICAGO (31.6 Rating...with 88.5 Share—ARB)

SINCE YOU WENT AWAY, starring Jennifer Jones and Joseph Cotten, was top-rated feature film in Chicago during December, almost doubling the rating of next rated feature film.

. In SACRAMENTO (25.1 Rating...with 76.3 Share—ARB)

THE FARMER'S DAUGHTER, starring Loretta Young and Joseph Cotten, achieved three times the combined rating of three other competing stations in Sacramento . . . on KBET.

. In BALTIMORE (22.1 Rating...with 84.7 Share—ARB)

PORTRAIT OF JENNY, starring Jennifer Jones and Joseph Cotten, was top-rated feature in Baltimore during month of November . . . as shown on WMAR at 11 P.M.

For full details, phone, wire or write—
Harold Goldman, V.P. in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.

60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100

CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS

more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station more listeners than any other Baltimore radio station

It is easier to reach

BALTIMORE

when you ride with

WFBR

REPRESENTED BY

JOHN BLAIR AND CO.

SWITCH: HOLLYWOOD ASCENDANCY OVER TV SEEN BY WALL ST. FIRM

"AMAZING is the amusement industry. Not too long ago, Hollywood nearly collapsed under relentless tv competition. Today, its products dominate the air waves. Theatre attendance is up. Tv live show audiences, down.

"This interesting reversal in the battle for Americans' leisure time is one of the many reasons that the movie industry is likely to enjoy a prosperous year in 1957. The industry analysis . . . explains why the movie stocks now represent excellent hunting grounds for risk-taking investors seeking generous current income (6% or more) and superior three to five year appreciation potentialities (ranging up to 94%)."

The terse summary above is from an investment survey copyrighted and published by Arnold Bernhard & Co., Wall St. Advisory firm which evaluates investment potential, and made available to B•T in detail last week.

Points Up Reversal

The newly-published evaluation points up a reversal in the second half of last year of a marked decline in box office receipts that had beset the motion picture industry in the first six months of 1956.

At the same time, the survey notes that the rise in theatre attendance has occurred at a time when an increasing number of pre-1948 feature films are being released through television.

Among the highlights:

• After RKO Pictures sold its library to a tv film distributor in 1955 and Warner Bros. released its pre-1948 features early last year, "the flood gate was thrown open." By fall the average tv screen was presenting an estimated 20 hours of "old movies" a week.

• "Strangely enough" the movie theatres have not been hurt by the showing of Hollywood films on tv. Rather, the major tv networks have been adversely affected.

• Among the factors favoring future prosperity of the motion picture industry this year is an increase in income derived from television.

"From this point on," according to the survey, the "movie industry will always have to compete keenly with television. Here, though, it appears that Hollywood has been gaining an upper hand."

• This season's revenues of ABC are expected to show "but a moderate rate of growth"; it is "working assiduously" under Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., "to revitalize its long-term sales growth trend . . . to realign and strengthen its program format."

Without disclosing the evidence for such a conclusion, the survey nevertheless maintains that audiences in the U. S. have become "increasingly quality conscious" once the "novelty" of tv in the home "has worn away" and that they are gradually identifying "quality" with motion picture product.

Pointing to wide screen, stereophonic sound, "colorful, exotic setting" and to "superior technical facilities" in movieland, the survey finds that movie house audiences can take part "vicariously" in filmed experience to a degree that "probably will not be equalled even by color or subscription television presentations for many years to come."

In drawing the network program vs. feature film picture into focus, the investment survey writers assert:

"From city to city, network affiliated stations have been losing a portion of their audience to competing stations telecasting the old Hollywood flickers.

"Indeed, with most Hollywood studios also taking over the production of filmed series especially tailored for tv, many industry observers now suspect that the television industry is finally submitting to Hollywood."

On the subject of special filmed series for tv, the survey points to Columbia Pictures' activity through its subsidiary Screen Gems for some years; to Warner Bros.' $600,000 project in building new facilities for tv film production, and to Loew's formation of its MGM-TV division for film production.

Investments in this aspect of the industry involve relatively smaller risk and a satisfactory return generally is guaranteed, it is stated, because deals with stations are usually made in advance of the shooting as contrasted to investment risks in theatre film production.

Particularly lucrative is the sale of tv rights of feature films since no production costs have to be charged against them and the films involved have been completely amortized on the company's books, the survey continues.

In most cases, say the survey writers, "by far the greatest part of the rental income can be carried through to pre-tax earnings," an income that is non-recurrent.

Many Opportunities Seen

The advisors conclude that many buying opportunities exist for investors in the "amusement" group with the motion picture companies' "favorable earnings and [anticipated] dividend prospects" not being fully discounted by current market prices of their stocks.

The survey rates current dividend yields of more than 6%, superior to an average 5.2% return, and dividends well protected because of improved prospects in company earnings. It places the three to five year appreciation potentiality of amusement stocks as a group at 56% as compared to an average 28% gain projects for all stocks.

For AB-PT it rates the three to five year appreciation at 74% and while its stock "is not suitable for inclusion in investment grade portfolios" risk-taking accounts might find it worthwhile for "generous dividend income and attractive capital growth prospects."

AB-PT's average annual revenues are projected to $275 million, with earnings to $4 per share and dividends to $2.40 in the

Another Happy Client Drops in on KING-TV

Perry Shupert did a double take. Sure enough, there was KING-TV's 'copter all revved-up, ready to whisk him from Seattle-Tacoma International Airport to KING-TV's roof—designated as Seattle-King County Private Heliport No. 1 by the CAB.

Just ten minutes after his airport landing, Shupert, dynamic Vice-President in charge of sales and advertising for Miles Laboratories, Inc., was dropping in for a first-hand view of KING-TV production and promotion methods that help keep Alka-Seltzer on top of the Pacific Northwest market.

Like so many other top-notch advertisers, Miles places its entire spot budget on KING-TV. No wonder KING-TV enjoyed giving speedy service to the Speedy Man... Results? Alka-Seltzer, One-A-Day Vitamin and Bactine volumes push up and up. Is Perry Shupert happy with KING-TV? Ask him and he fairly fizzes with enthusiasm.

FIRST IN SEATTLE | TACOMA

ABC—Channel 5
100,000 Watts

KING-TV

ASK YOUR BLAIR TV MAN

Associated with KGW-TV, KGW Radio, Portland, Oregon

THE 10 TOP FILMS IN 10 MAJOR MARKETS

As Rated by ARB in January

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. (Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Highway Patrol	(Ziv)	Mon. 7:00	WRCA-TV	18.4
2.	Science Fict. Theatre	(Ziv.)	Fri. 7:00	WRCA-TV	16.8
3.	Death Valley Days	(McC-E)	Wed. 7:00	WRCA-TV	16.2
4.	Popeye the Sailor	(AAP)	Sun. 4:30 M-F 6:00 Sat. 5:30	WPIX	13.1
5.	Guy Lombardo	(MCA-TV)	Thurs. 7:00	WRCA-TV	11.9
5.	Brave Eagle	(CBS Film)	Sun. 5:30	WPIX	11.9
7.	Looney Tunes	(Guild)	M-Sat. 6:30	WABD	11.8
8.	Sheena of Jng.	(ABC Film)	Sat. 6:30	WPIX	10.8
9.	Celeb. Playhse.	(Scr. Gems)	Tues. 7:00	WRCA-TV	10.2
9.	Waterfront	(MCA-TV)	Tues. 7:30	WABD	10.2

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Life of Riley	(NBC Film)	Mon. 8:30	KTTV	21.5
2.	Science Fict. Theatre	(Ziv)	Mon. 8:00	KTTV	19.2
3.	Annie Oakley	(CBS Film)	Thurs. 6:00	KABC-TV	16.7
4.	Buffalo Bill Jr.	(CBS Film)	Fri. 6:00	KABC-TV	16.4
5.	Highway Patrol	(Ziv)	Mon. 9:00	KTTV	15.9
6.	Jungle Jim	(Screen Gems)	Mon. 6:00	KTTV	14.3
7.	Dr. Christian	(Ziv)	Mon. 7:30	KTTV	13.7
8.	Frontier	(NBC Film)	Sat. 7:00	KRCA-TV	12.6
9.	Confidential File	(Guild)	Sun. 9:30	KTTV	12.5
10.	Badge 714	(NBC Film)	Sat. 7:30	KTTV	12.1
10.	Search For Adven.	(Bagnall)	Thurs. 7:00	KCOP	12.1

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Sheriff of Cochise	(NTA)	Fri. 7:30	WNBQ	16.8
2.	Superman	(Flamingo)	Fri. 6:00	WGN-TV	16.7
3.	Ch. Bowling	(Schwimmer)	Sun. 9:30	WNBQ	16.3
4.	I Led 3 Lives	(Ziv)	Tues. 9:30	WGN-TV	16.2
5.	Annie Oakley	(CBS Film)	Sat. 5:30	WBBM-TV	15.0
6.	Stu Erwin	(Official)	Mon. 7:30	WGN-TV	14.7
7.	Cisco Kid	(Ziv)	Sun. 5:00	WBKB	13.7
7.	Buffalo Bill Jr.	(CBS Film)	Thurs. 6:00	WGN-TV	13.7
9.	Secret Journal	(MCA-TV)	Sat. 10:00	WNBQ	13.3
10.	San Fran. Beat	(CBS Film)	Tues. 9:00	WGN-TV	13.2

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Highway Patrol	(Ziv)	Sat. 7:00	WTOP-TV	19.9
2.	Soldiers of Fort.	(MCA-TV)	Mon. 7:00	WTOP-TV	18.8
3.	W. Bill Hickok	(Flamingo)	Thurs. 7:00	WRC-TV	18.1
4.	Science Fict. Theatre	(Ziv)	Sun. 6:00	WMAL-TV	17.2
5.	Ramar of the Jungle	(TPA)	Wed. 7:00	WTOP-TV	16.1
6.	Annie Oakley	(CBS Film)	Fri. 7:00	WTOP-TV	15.8
7.	Superman	(Flamingo)	Tues. 7:00	WRC-TV	15.7
8.	Frontier	(NBC Film)	Sat. 10:30	WTOP-TV	15.3
9.	Celeb. Playhse.	(Scr. Gems)	Tues. 10:30	WTOP-TV	15.0
10.	Count Monte Cristo	(TPA)	Sat. 6:30	WTOP-TV	14.4

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	W. Bill Hickok	(Flamingo)	Sat. 5:30	WCCO-TV	20.2
2.	State Trooper	(MCA-TV)	Tues. 9:30	KSTP-TV	17.8
3.	Celeb. Playhse.	(Scr. Gems)	Sun. 9:30	KSTP-TV	16.7
4.	Search For Adven.	(Bagnall)	Mon. 9:30	WTCN-TV	14.9
4.	Sheriff of Cochise	(NTA)	Sat. 9:30	WCCO-TV	14.9
6.	Studio 57	(MCA-TV)	Wed. 9:30	KSTP-TV	14.8
7.	Annie Oakley	(CBS Film)	Sat. 5:00	WCCO-TV	14.3
8.	Stage 7	(TPA)	Mon. 9:30	KSTP-TV	14.0
9.	Badge 714	(NBC Film)	Tues. 10:30	KSTP-TV	13.2
10.	Highway Patrol	(Ziv)	Thur. 10:30	KSTP-TV	12.5
10.	Secret Journal	(MCA-TV)	Fri. 7:30	KSTP-TV	12.5

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Life of Riley	(NBC Film)	Thurs. 7:30	KING-TV	39.0
2.	Highway Patrol	(Ziv)	Thurs. 7:00	KOMO-TV	37.0
3.	Search for Adven.	(Bagnall)	Sat. 7:00	KING-TV	35.8
4.	Sheriff of Cochise	(NTA)	Mon. 7:00	KING-TV	35.7
5.	Annie Oakley	(CBS Film)	Fri. 6:00	KING-TV	30.8
6.	W. Bill Hickok	(Flamingo)	Thurs. 6:00	KING-TV	29.0
7.	West. Marshall	(NBC Film)	Wed. 6:00	KING-TV	28.5
8.	Judge Roy Bean	(Scr. Craft)	Sat. 6:00	KING-TV	28.0
9.	Superman	(Flamingo)	Tues. 6:00	KING-TV	27.2
10.	Soldiers of Fort.	(MCA-TV)	Mon. 6:00	KING-TV	26.4

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Highway Patrol	(Ziv)	Tues. 10:30	WJW-TV	32.2
2.	Soldiers of Fort.	(MCA-TV)	Thurs. 7:00	KYW-TV	27.4
3.	Sheriff of Cochise	(NTA)	Sun. 10:30	KYW-TV	26.8
4.	Range Rider	(CBS Film)	Sun. 7:00	WEWS	22.4
5.	Science Fict. Theatre	(Ziv)	Tues. 7:00	KYW-TV	20.9
5.	Sheena of Jng.	(ABC Film)	Wed. 6:00	KYW-TV	20.9
7.	Annie Oakley	(CBS Film)	Sat. 6:30	WJW-TV	19.9
8.	Waterfront	(MCA-TV)	Mon. 7:00	WEWS	19.2
8.	Crunch & Des	(NBC Film)	Wed. 7:00	KYW-TV	19.2
10.	Frontier	(NBC Film)	Sat. 10:30	WJW-TV	19.0

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Badge 714	(NBC Film)	Mon. 7:00	WSB-TV	28.5
2.	Superman	(Flamingo)	Wed. 7:00	WSB-TV	28.0
3.	Highway Patrol	(Ziv)	Fri. 7:30	WAGA-TV	24.6
4.	Science Fict. Theatre	(Ziv)	Tues. 7:00	WAGA-TV	22.0
5.	State Trooper	(MCA-TV)	Fri. 7:00	WAGA-TV	20.5
6.	City Detective	(MCA-TV)	Wed. 6:30	WLWA	20.0
7.	Amos 'n' Andy	(CBS Film)	Thurs. 7:00	WAGA-TV	19.7
8.	Buffalo Bill Jr.	(CBS Film)	Wed. 6:00	WLWA	18.8
9.	Annie Oakley	(CBS Film)	Mon. 6:00	WLWA	18.0
10.	Man Called X	(Ziv)	Sun. 7:00	WAGA-TV	17.7

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Death Valley Days	(McC-E)	Sun. 9:30	WBNS-TV	45.0
2.	Highway Patrol	(Ziv)	Tues. 10:30	WBNS-TV	29.9
3.	Sheriff of Cochise	(NTA)	Thurs. 7:30	WBNS-TV	26.6
4.	Soldiers of Fort.	(MCA-TV)	Wed. 6:30	WBNS-TV	24.6
5.	Public Defender	(Interstate)	Mon. 6:30	WBNS-TV	23.2
6.	Superman	(Flamingo)	Wed. 6:00	WBNS-TV	20.8
7.	Frontier Doctor	(H-TV)	Fri. 7:00	WTVN-TV	18.8
8.	Waterfront	(MCA-TV)	Sat. 6:30	WBNS-TV	18.6
9.	Celeb. Playhse.	(Scr. Gems)	Fri. 7:30	WBNS-TV	17.9
10.	Annie Oakley	(CBS Film)	Thurs. 6:00	WBNS-TV	17.0

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	Waterfront	(MCA-TV)	Sun. 7:00	WNAC-TV	29.7
2.	I Led 3 Lives	(Ziv)	Wed. 7:30	WNAC-TV	26.0
3.	Count Monte Cristo	(TPA)	Tues. 8:30	WNAC-TV	24.3
4.	Death Valley Days	(McC-E)	Fri. 10:30	WNAC-TV	23.7
5.	Annie Oakley	(CBS Film)	Sun. 5:00	WNAC-TV	21.7
6.	Superman	(Flamingo)	Fri. 6:30	WNAC-TV	20.8
7.	Victory At Sea	(NBC Film)	Sun. 1:30	WNAC-TV	19.5
8.	W. Bill Hickok	(Flamingo)	Tues. 6:30	WNAC-TV	18.2
9.	Man Behind Bge.	(MCA-TV)	Sun. 10:30	WNAC-TV	17.8
10.	Sheriff of Cochise	(NTA)	Sun. 6:00	WNAC-TV	17.5

investment firm's hypothesized 1959-1961 economy.

The survey expects AB-PT's theatre receipts, which represent more than half of the aggregate income, to expand significantly this year. But broadcast revenues are expected to show only "slight year to year gains during the greater part of the calendar year of 1957."

European Expansion Plans In Works for Ziv Tv Programs

ZIV Television Programs intends to launch a dubbing and film production operation in West Germany and expand its dubbing facilities in France, Ed Stern, head of the international division of Ziv Tv, reported prior to leaving New York for a month-long business trip in Europe.

Mr. Stern's first stop will be in London, where he will discuss co-production arrangements with various British producers. In Paris he will confer with Ziv Tv executives there with a view toward doubling the company's re-voicing facilities. Mr. Stern plans to discuss the dubbing project with German producers in Frankfurt and Munich and also the possibility of establishing a tv film production base there.

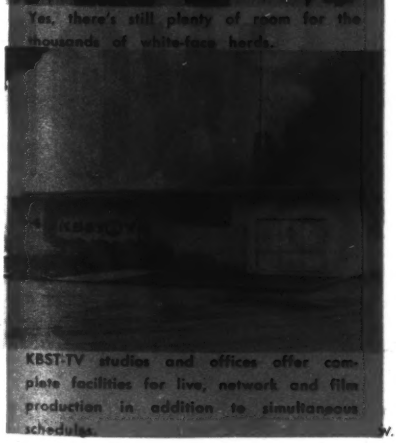
Big Spring, Texas
KBST-TV
joins k-dub stations network

Here is the very heart of the great West Texas oil field.

The huge Big Spring refinery processes a large part of West Texas oil.

Webb Air Force Base adds a jet training school to KDUB's four Air Force Bases.

Yes, there's still plenty of room for the thousands of white-face herds.

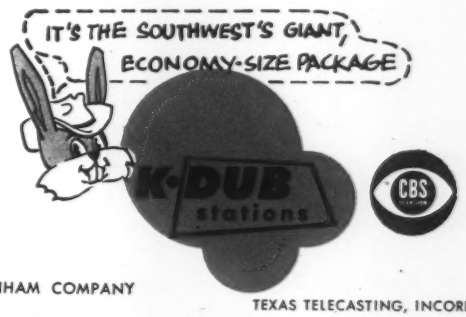


KBST-TV studios and offices offer complete facilities for live, network and film production in addition to simultaneous schedules.

West Texas a la carte

COME AND GET IT! THE RICH HEART OF WEST TEXAS — SERVED UP IN ONE DISH. INGREDIENTS: KDUB-TV LUBBOCK MARKET, KPAR-TV ABILENE - SWEETWATER MARKET AND KBST-TV BIG SPRING MARKET (ALL CBS AFFILIATES).

YOU GET MORE THAN 250,000 SETS AT AN ECONOMICAL COMBINATION RATE. YOU COVER THIS GIANT AREA OF THE SOUTHWEST WITH ONE TIME-SAVING, MONEY-SAVING YES TO THE KDUB-STATIONS' NETWORK. AND REMEMBER— TELEVISION IS THE UNDISPUTED ENTERTAINMENT STAPLE IN THIS AGRICULTURAL-OIL INDUSTRY AREA WHERE PER CAPITA INCOME RANKS WITH THE NATIONS TOP.



NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

TEXAS TELECASTING, INCORPORATED

W. D. "Dub" Rogers, President and Gen. Mgr. E. A. "Buzz" Hassett, National Sales OPERATIONS DESK: 7400 COLLEGE AVENUE, LUBBOCK, TEXAS

WOR...35 YEARS OF

On February 22, 1922 WOR began serving New York. During the 35 year span – 1922-1957 – the city has grown tremendously and its people have changed in habit and outlook. Today, New York in many senses is not one city, but millions of separate cities, each created by one of the millions of people who make worlds of their own in its crowded privacy.

And WOR serves each of these cities by providing a program schedule that is both varied and universal in appeal. WOR personalities such as John Gambling, Martha Deane, Alfred & Dora McCann, Dorothy & Dick, Stan Lomax have large and devoted audiences who wouldn't think of missing a single program. And in coverage of the news and sports WOR is unrivaled in New York. The Station's great new music program "Music From Studio X" has drawn critical and listener acclaim since its inception eight months ago. And WOR has recently added these exciting personalities to its program lineup; Bob Smith,"Long John" Nebel, Newsman John Wingate and the much-talked-about Jean Shepherd.

WOR's firm grip on New York for 35 years is no accident. Like the city WOR has changed with the times. It has kept pace with, and in many cases, set the pace for its audience. As a consequence, WOR has always been and is today a great advertising medium.

On the opposite page you will find evidence of WOR leadership—leadership that WOR intends to maintain and extend.

WOR

50,000 Watts

F LEADERSHIP IN RADIO

FIRST IN COVERAGE — WOR reaches more people in more places than any other station in America.

FIRST IN AUDIENCE — WOR ratings in metropolitan New York outrank all other stations. (Hooper, Oct.-Nov. 1956)

FIRST IN MAIL PULL — Every minute of every hour of every day all year long some listener is writing to WOR.

FIRST IN NEWS — More people tune to WOR for news than to any other station in New York. (Special Pulse survey March 1956)

FIRST IN ADVERTISING — WOR has a greater number and variety of advertisers than any other radio or television station in the country. (BAR Reports, Fall 1956)

These are the primary reasons why WOR is . . .

FIRST IN SALES IMPACT

WOR's extensive file of sales success stories—from sponsors both large and small—provides tangible evidence that WOR delivers unequaled sales impact.

RRADIO

710 New York, N. Y.

For 35 years the call letters of quality
Key Station of the Mutual Broadcasting System
A Division of RKO Teleradio Pictures, Inc.

Thomas F. O'Neil, President and Chairman of the Board
John B. Poor, Vice-president, General Teleradio
Robert J. Leder, Vice-president & General Manager, WOR

'Whirlybirds' Fly High For CBS-TV Film Sales

SALES SUCCESS of CBS-TV Film Sales' *Whirlybirds* series was underlined last week by Thomas W. Moore, general sales manager of the unit, who reported that in a period of slightly more than three months, gross sales on the series have reached $1,250,000 and have "returned the cost of production and the majority of selling and administrative costs." The 39-episode series has been sold in 113 markets.

Mr. Moore, who termed the volume of business "a high mark for CBS Film Sales," attributed the success of the series to date to several factors, including the high level of quality in the initial and succeeding episodes; the promotional, merchandising and publicity values inherent in a series dealing with helicopters, and the relatively small number of new syndicated series coming on the market in the last few months. He said the "excellent reputation of our producer, Desilu Productions, whetted the interests of prospective buyers and clinched sales when they saw that succeeding episodes of the series were as fine as the early ones."

Among the advertisers who have bought the series and have taken options in additional markets, Mr. Moore reported, are the Continental Oil Co. (47 markets); National Biscuit Co. (17); Laura Scudder Foods (23), and Nickl-Silver Battery Co. (six).

Mr. Moore told B•T that the large sales on *Whirlybirds* is a "definite sign" that the television syndication has a place in the business. He added that the day has past when "a below-par series" can be sold because "time-slots are at a premium." He stressed that syndicated series must be produced with episodes maintaining top-level production values and must be designed to interest all members of the family to enlist the support of the type of advertiser suitable for syndication sponsorship. Mr. Moore listed these, in general, as food companies, beverage concerns, financial institutions and automotive companies.

He observed that syndicated series of the *Whirlybirds* type appeals to advertisers also because of the merchandising, promotional and publicity opportunities. He pointed out that CBS Film Sales already has held airshows featuring helicopters in Omaha and Los Angeles, which attracted large crowds, and has others scheduled for Milwaukee, Oklahoma City and Houston. CBS Film Sales has available for personal appearances a 19-year-old Omaha girl, Gwen Stoller, who is "Miss Whirlybird." She has appeared at agency and press luncheons, on television stations and at affairs sponsored by helicopter groups throughout the country. Local stations carrying the series have conducted contests of various types: WPIX (TV) New York held a two-week "Whirlybirds" drawing contest, and according to Mr. Moore, attracted more than 40,000 entries.

A GROUP of advertising executives look at helicopter models being used in the merchandising of *Whirlybirds*. L to r: front row, Jack Phillips of Benton & Bowles; William Harrison of McCann-Erickson; Charles Shugart, Benton & Bowles; James Victory and Fred Mahlstedt, both of CBS Television Film Sales; back row, Thomas Moore, CBS Television Film Sales; Red Kelly and William Wylie, both of McCann-Erickson; Ralph Baruch, CBS Television Film Sales; Richard Trea, Benton & Bowles, and Walter Scanlon, CBS Television Film Sales.

CHARLES SCUDDER signs the contract for sponsorship of *Whirlybirds* on KHJ-TV Los Angeles on behalf of Scudder Food Products Inc. L to r: Colburn Hall of Scudder; Edward F. Baltz and Charles Mottl, of Mottl-Siteman agency; Ralph Pansek of Scudder, and Robert Bowman, KHJ-TV account executive, at the signing.

Pricing to Be Subject Of CBS TV Film Clinic

NEW price and discount formulas will be up for review at the annual sales clinic of CBS Television Film Sales Inc. which starts at the St. Regis Hotel in New York today (Monday) and continues through Wednesday.

Prime objective of the clinic, to be attended by account executives from the organization's nine sales offices as well as its Canadian distributor, according to General Sales Manager Thomas W. Moore, will be to set up a new system of pricing for programs in all markets—"one which will be realistic from our standpoint as well as our customers' and one which we intend to adhere to regardless of individual market situations."

Also to be unveiled at the meeting is a new "station programming plan" that will permit maximum discounts for those stations which buy the organization's properties for strip programming, or buy groups of programs for regular weekly showing.

These sessions will cover, in addition, the more general subjects of new programs soon to be offered for sale; a report on increasing demand for news programming; aspects of selling in syndication; advertising plans and the latest developments in promotion and merchandising.

In announcing the clinic, Mr. Moore stated that the last year was the best in CBS Television Film Sales' history, and predicted that this year gross sales will be increased by "at least" 20%. He cited new interest in syndication by major national advertisers, observing "established film distribution companies can look forward to a future much brighter than we ever contemplated."

Expected to attend are James McCormack, Atlanta; H. Roy Marks, Boston; Barr Sheets, Detroit; Donald Goldsmith, Lee Stone and Bernard Johnston, Chicago; Edward Adler, Denver; Glenn Ticer, San Francisco; Carter Ringlep, Dallas; William Perkinson, Los Angeles; Spence Caldwell, president of S. W. Caldwell Ltd., Toronto, Canadian distributor for CBS Film, along with Ken Page, Owen Duffy, and Bud De Bow. The New York sales staff and administrative executives also will be present, as will CBS-TV President Merle S. Jones.

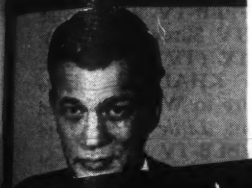
MGM-TV to Film Beer Spots

JACOB RUPPERT Brewery (Knickerbocker beer) has been signed as the first account for MGM-TV's newly-formed tv film commercial division, Charles C. (Bud) Barry, vice president in charge of tv for Loew's Inc., announced last week. Warwick & Legler, Ruppert's agency, has assigned MGM-TV to produce a series of 10 one-minute commercials for Knickerbocker. Films will be shot at MGM's Culver City studios under personal supervision of MGM's director of commercial film production, Virgil E. Ellsworth. Shot will be a special animated version of the Father Knickerbocker trademark.

Lopatin Forms Production Firm

A NEW FIRM, Ralph Lopatin Productions, has been formed in Philadelphia to specialize in industrial and business films for tv, closed circuit and non-theatrical distribution.

Mr. Lopatin formerly was director of the motion picture unit of WRCV-TV Philadelphia, where he supervised newsreel photography and headed the commercial contract department. He has been in tv since 1946.



SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

presents

TOP PLAYS OF 1957

278 HALF HOURS

of national programming superbly adapted to local needs with

Top Stars... Exciting Stories... Polished Productions that Assure All-Family Appeal!

★ DRAMAS ★ COMEDIES ★ ADVENTURES

★ WESTERNS ★ MYSTERIES

PARTIAL LIST OF FEATURED STARS

Vivian Blaine
Joan Bennett
Ernest Borgnine
Eddie Bracken
Rory Calhoun
Claudette Colbert
Jackie Cooper
Joseph Cotten
Broderick Crawford
Arlene Dahl
Linda Darnell
Melvyn Douglas
Paril Douglas
Irene Dunne
Joan Fontaine
Paulette Goddard
Paul Henreid
Dorothy Lamour
Ida Lupino
Herbert Marshall
Mercedes McCambridge
Ray Milland
Thomas Mitchell
Paul Muni
Merle Oberon
Pat O'Brien
Maureen O'Sullivan
Edward G. Robinson
Will Rogers, Jr.
Cesar Romero
George Sanders
Ann Sheridan
Sylvia Sidney
Barbara Stanwyck
Barry Sullivan
Shelley Winters
Teresa Wright
Robert Young

For information call

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
709 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Franklyn 2-3696

HOLLYWOOD
1334 N. Beechwood Dr.
Hollywood 2-3111

NEW ORLEANS
1032 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-4096

Four Britannica Library Sales Reported by Trans-Lux Tv Corp.

FOUR new sales for its Encyclopaedia Britannica Films library have been rung up in the Denver, Minneapolis, Detroit and Los Angeles markets by Trans-Lux Television Corp. Details, expected to be announced this week, include leasing of the entire group of 600 "factual" films in Denver and Minneapolis for a five-year period. Actual stations were not disclosed last week.

Richard Carlton, sales vice president of Trans-Lux Television, has set a news conference in New York tomorrow (Tuesday) to reveal the sales after a cross-country tour of 22 stations in five cities, including Chicago. Partial sale was made in Detroit and Los Angeles.

Trans-Lux, which acquired the films last fall and already has sold the whole package to Westinghouse Broadcasting Co. and individual films and parts of the package in various markets of the country, has opened a new sales office on the West Coast (1966 S. Vermont Ave., Los Angeles) that will be utilized also as a shipping point for films in the next six weeks.

Shamus Culhane Moves Studios

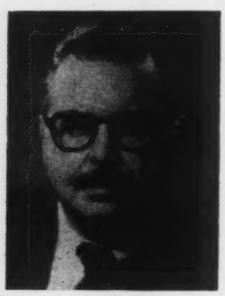
SHAMUS CULHANE Productions Inc., New York and Los Angeles, last week moved its studios into new and expanded quarters at 6226 Yucca St. in Hollywood. William T. Hurtz heads the Hollywood office, which currently is completing animated segments on the next three Frank Capra science tv programs for Tell Telephone System, and a theatrical trailer.

$1 Million for NTA Package

PURCHASE of 78 first-run 20th Century-Fox feature films from National Telefilm Assoc., New York, for more than $1 million has been announced by Irving R. Rosenhaus, president of WATV (TV) Newark. The station last summer bought 52 features from NTA for $500,000.

Robbins to Head Framer Division

SELECTION of David Robbins, documentary film producer and director, to head the new film division of Walt Framer Productions was announced last week by Walt Framer, president of the firm. The new division has several shows in pre-production including dramatic, situation comedy, audience participation and documentary packages. First in the unit's shooting schedule is a dramatic anthology series to be based on the use of true stories sent in by viewers of the programs.



MR. ROBBINS

Interstate Sells Six in 13

INTERSTATE TELEVISION Corp., New York, last week announced the sales of six of its series in 13 markets for gross billings of an estimated $90,000. New sales were on *Adventure Action Series* in four markets (raising total to 55); *Little Rascals* in three markets (total 50); *Jubilee Theatre*, two markets (total 120); *Public Defender*, two markets (total 70); *Counterpoint*, one market (total 115) and *I Married Joan*, one market (total 120).

FILM PEOPLE

Ad Schneider, NBC-TV production, to Shamrock Motion Picture Studios, Winter Park, Fla., as general manager.

Rick Landen, tv film department of Mercury Artists Corp., N. Y., to Gerald Productions Inc., same city, as general manager.

William Sacheim, producer, Screen Gems, named to newly-created post of director of program development.

Leslie Goldman, George Blake Enterprises, N. Y., to Dynamic Films, same city, as director of newly-created advertising tv film commercial division.

Donald O'Brien, NBC-TV Film's accounting department, to Calif. National Products Inc., N. Y. (NBC subsidiary), as manager of accounting-budgets.

John McManus, formerly with Louis De-Rochemont Productions and 20th Century-Fox Film Corp., both N. Y., to Jack Berch Productions Inc., same city, as editorial chief.

FILM SALES

Interstate Tv Corp., N. Y., announces following sales: *Adventure Action Series* to WBRZ (TV) Baton Rouge (La.), WCAX-TV Burlington (Vt.), WFLB-TV Fayetteville (N. C.) and KSLA-TV Shreveport (La.); *Counterpoint* to WCTV (TV) Tallahassee; *I Married Joan* to KHAD-TV Laredo (Tex.); *Jubilee Theatre* to WCAX-TV and KGUL-TV Galveston; *Little Rascals* to WSB-TV Atlanta, WFLB-TV and KRCG (TV) Jefferson City (Mo.); *Public Defender* to WISN-TV Milwaukee and KTVX (TV) Tulsa.

Minot TV, N. Y., reports sale of *The Tracer* tv film series to WESH-TV Daytona Beach, Fla., and WITI-TV Milwaukee, raising total markets on series to 40.

Telenews Film Corp., N. Y., reports sale of its library to newly-organized Network Telefilm Library Inc., same city, which plans to produce special tv series from film.

FILM RANDOM SHOTS

Network Telefilm Library Inc., N. Y., announces it has acquired entire film library of Telenews Film Corp.

Association Films, N. Y., has issued new booklet, "Some Quick Facts About Free Motion Picture Programs," listing some of 200 films available free of charge.

Editorial Films Inc., N. Y., moves from its 270 Park Ave. quarters to new offices at 10 E. 40th St. Telephone: Murray Hill 6-3773.

TV CUT-OFF LOSSES HEAVY, SURVEY SHOWS

SCREEN GEMS, New York, has released the final analysis of returns on a test conducted jointly by the tv film company and NBC, designed to provide new information on the "cut-off" of the transmitted television image as received on tv sets.

Peter Keane, technical director of Screen Gems, told B•T that in the main there is an 8% loss in the top, bottom and sides of a transmitted picture, and an 18-25% loss in each corner.

The test, conducted by Screen Gems in cooperation with NBC's WRCA-TV New York on Jan. 17 (6:30-6:45 a.m.) consisted of the telecasting of a numbered chart. Viewers were asked to indicate the specifications visible on their receivers and send their findings to the station.

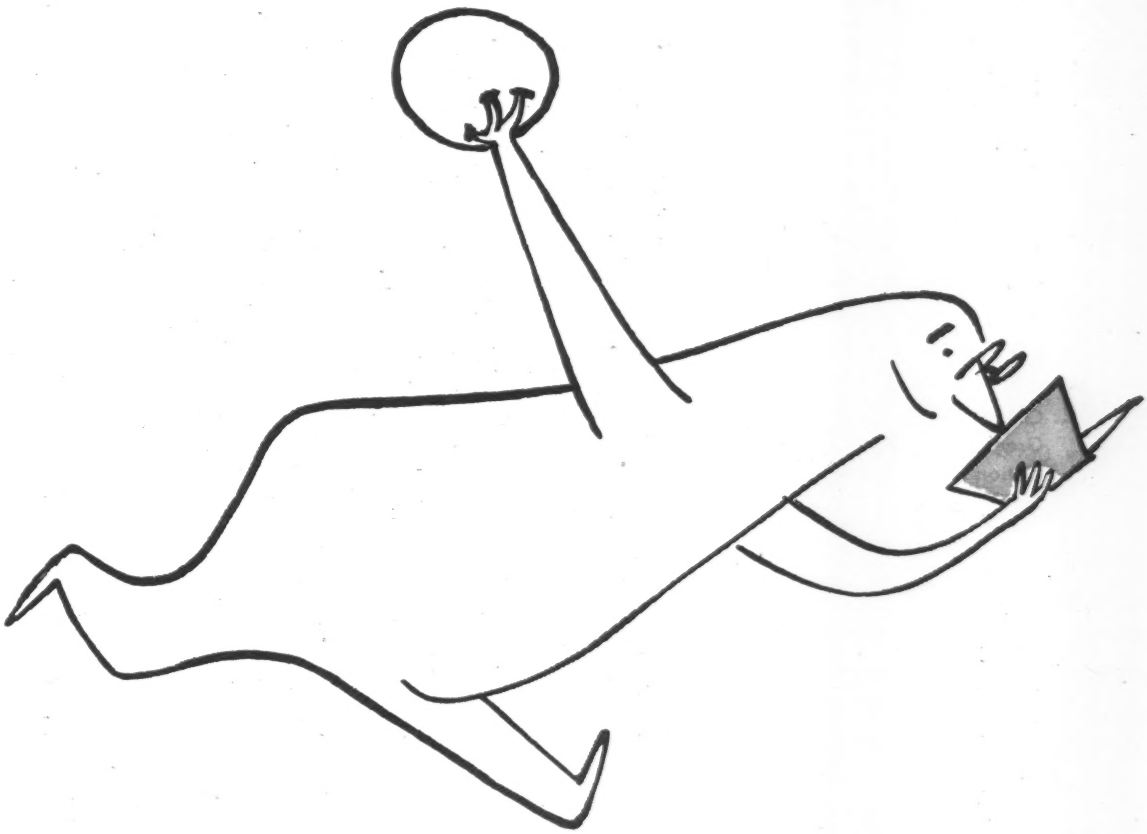
Mr. Keane reported that 73 persons participated in the test. Though he acknowledged the sampling was small, Mr. Keane claimed the results are valid because of the uniformity of the response. In determining the average line, he said, all numbers were recorded and "averaged out." He noted that 55% of the replies fell on the average line; 32%, up to 5% less than the average line, and 13%, up to 10% less than the average line.

Mr. Keane said the test achieved two objectives: calling attention to the sharp "cut-off" that exists in television and alerting film producers and photographers to "cut-off" standards, as set up by this test. He said that in the past, these standards were based on evaluation guided by mathematical computation and on closed-circuit tests.

Producers, he said, may use the results of the test to determine the area of a sequence they want to photograph. He noted that the "cut-off" may constitute a serious problem on some occasions and cited as an example the masking off of the last letter or two of an advertiser's name. He explained that the names of some advertisers are similar and the cutting off of even one letter could lead to confusion and error in identification.

Mr. Keane said that agencies, producers and camera manufacturers have expressed "great interest" in the study. Screen Gems, he said, is producing a film strip outlining the test and will make it available to interested parties. Mr. Keane said one immediate result will be that camera manufacturers will want to prepare a new finer ground glass bearing the new tv safety outline.

Another thinly disguised WJR success story



Obviously, he's a WJR listener

It all started when a famous Detroit brewery used announcements on WJR to offer listeners a handy little book on how to improve their bowling. At last count, over 7,000 listeners had sent in to WJR for the book.

The book itself made many frustrated bowlers happy—but it was the results of the offer that pleased the man who makes the beer. Now he knows what other advertisers know, and what the Alfred Politz survey proved: It takes WJR to really get an advertising message across in the Metropolitan Detroit-Great Lakes area (which accounts for 10% of the nation's people, income, and sales).

Call in the nearest Henry I. Christal representative—he's got all the facts on just how much *more* WJR can do for you.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts *CBS Radio Network*

WJR's primary coverage area —over 17,000,000 people

The Big 7

1. Highest antenna in South Carolina
Highest above sea level (2209 feet)
Highest above average terrain (1182 feet)

2. CBS for Spartanburg-Greenville area
Nation's 50th* Market
*CBS report to FCC Dec. 1955

3. Top network shows, films and local programs

4. Center of the progressive Industrial Piedmont

5. 2-billion market
286,765 TV homes
200,000 unduplicated CBS

6. No adjacent channel interference

7. Active promotion

CBS

Geo. P. Hollingbery
National Representatives

SPARTAN RADIOCASTING COMPANY
SPARTANBURG S. C.
WALTER BROWN President

CHANNEL WSPA TV

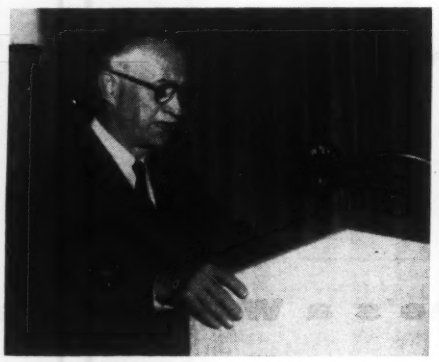
RADIO-TV COURT ACCESS DEBATED

- **Debate held last week at RTES luncheon in N. Y.**
- **Both sides suggest formation of study commission**

A PROPOSAL that a commission be formed to investigate the question of radio-tv access to coverage of court proceedings was endorsed by both protagonists in a debate on the access issue before a luncheon session of the Radio and Television Executives Society in New York last Wednesday.

The debaters: Judge Justin Miller, former NARTB president, who upheld the right of broadcasters to equal access with other elements of the press, and Morris Ernst, noted lawyer and author, who agreed with Judge Miller on many points but could not be in favor, "at this moment of our history, of having television in the courtroom."

At the end of the debate Mike Wallace, WABD (TV) New York newsman and interviewer recently signed by ABC-TV, threw questions at the debaters—and wound up tossing one at New York Supreme Court Justice Walter R. Hart, a guest at the luncheon. If he turned up with tv equipment at Justice Hart's courtroom, Mr. Wallace wanted to know, and if his purpose was "simply in the interest of greater public information," would Justice Hart throw him out or let him in?



JUDGE MILLER: Upheld right of broadcasters to equal access.

MR. ERNST: Not in favor of having television in the courtroom.

Justice Hart got applause with his reply. If the Appellate Division of his department hadn't already passed a rule banning tv, he said, "I would absolutely permit the televising of any trial—any and all trials which the public might be interested in."

Mr. Ernst, who spoke first, asserted that "what this industry needs—and it is unimportant what the industry needs; it is what our country needs—is $500,000 and a commission to soberly look into the facts that science can give us in this area." He continued:

"I would have lawyers and judges as witnesses before this commission. This is what we are ready for now—to do some digging into this very difficult area.

"If you want to start a test laboratory first, then why not test television in the courtroom in every libel suit brought against the network, a station or newspaper? Try that out on your piano. You know as well as I do there is a cartel, an agreement between the press not to print libel suits and, likewise, radio and television. If you are a little timid on the live areas, try out the monopoly cases. And don't tell me they are only educational—I am telling you they can be made entertaining."

Judge Miller found himself "thoroughly in agreement [that] it would be highly desirable to have a commission of informed, distinguished, dispassionate people to conduct experiments in this field and to provide information upon the basis of which a proper judgment can be made. . . ."

Such a commission was not the only subject on which the two speakers were in agreement. Mr. Ernst made clear at the outset that he thought "most of the objections that have been raised against Judge Miller's arguments" by other opponents of courtroom broadcasting "are totally invalid."

He thought it "arrant nonsense" to say that the first amendment does not cover radio and tv. He felt that trying to draw distinctions between "education" and "entertainment" is "confusing the issue." Mr. Ernst implied that "right of privacy" is no reasonable argument against admission of radio-tv. He thought it "ill-founded" to contend "that the technology of television and broadcasting has not been perfected to the point where it has not actually disturbed the courtroom" (though on this point he said he didn't know the facts, but would accept Judge Miller's judgment). And he was "quite persuaded" that radio-tv in the courtroom would act "as a needed correction of the press," which he felt "mightily needs correction" because, in his view, the press now is addicted to the theory "that the only news there is is bad news."

Despite these areas of agreement, Mr. Ernst had some questions of his own to raise. He was concerned primarily with the con-

Also see story on Oklahoma U. survey of opinion on access of tv in courtrooms, page 91.

AN OPEN LETTER TO THE BROADCAST INDUSTRY

Sarkes Tarzian has developed a wide range of television broadcast equipment to meet requirements of any and ALL television stations, whether large or small, high power or low power; whether open circuit or closed circuit.

MANY CHANNELS UNUSED--A great many smaller towns, and particularly university towns, have channels set aside for their use; however, there have been but few applications filed. Cost has been almost prohibitive.

With the decreased power restriction, television coverage for small communities now is available at reasonable cost. Sarkes Tarzian has developed a low power (250 watt) transmitter which brings television within reach of the small community. A 1000 watt transmitter is also offered which can be integrated with the 250 watt transmitter for later expansion to higher power and increased coverage.

Using an effective radiated power of 250 watts, with an antenna elevation of 200 feet, good usable signal strength can be obtained at a radius of 14 miles. An increase in effective radiated power can be achieved by the installation of a high gain antenna. For example, with an antenna gain of 4, effective radiated power is increased to 1000 watts with an increase in coverage to a radius of 18 miles. With the addition of the 1000 watt amplifier, using the same antenna, an effective radiated power of 4000 watts and an increase in coverage to 26 miles is achieved. Superturnstile antennas are available with gains up to 12 to further increase coverage.

LOW IN COST--In the design of Tarzian equipment, the theme has been low cost--both initial and operating--simplicity of operation, with no sacrifice in quality of construction, or in operation. This equipment represents a solution to the problems of educational institutions and other organizations desirous of establishing independent, small stations, or closed circuit television installations.

For establishment of a low power VHF station, Sarkes Tarzian offers a package including live camera, film camera, monitors, film projector, slide projector, multiplexer, audio console, turntable, microphones, headsets, camera dolly, lenses, lighting equipment, film editing equipment, test equipment, racks, consoles and all cabling for $25,000. Present costs indicate that a 200-ft. guyed tower--complete with transmission line, diplexer, superturnstile antenna and miscellaneous items, can be erected for $13,000. A complete low power VHF station is therefore available for under $40,000. An equivalent UHF package with 1 KW transmitter is available for less than $50,000.

EASY TO EXPAND--With the advent of low power, AM broadcast stations now in existence in many small communities are afforded a long-awaited opportunity to expand facilities to include television broadcasting. These stations can expand at nominal expense since they already have transmitter site, studios and tower.

Many pieces of equipment in the Tarzian line are equally well suited to the established TV station as a means of providing greater flexibility at low cost.

The vidicon camera is designed primarily as a supplementary camera to the image orthicon for newscasts and commercials. Simplicity of operation, low operating costs, and longer life pickup tube, relieve the load on the orthicon camera. A quality image orthicon camera is offered to those who wish to supplement their studio equipment at nominal cost. And, a highly flexible film chain is offered, utilizing the vidicon film camera.

Remote panels for operation of the film and slide projectors provide the ultimate in flexibility of slide and film programming. The slide projector is designed for 50-slide to 100-slide capacity and random or sequential selection of slides. The 7-channel video switcher handles sufficient inputs for the large station and includes provisions for fading, lap-dissolve, and override. A 4-channel switcher is also available. The Tarzian Film Projector was designed specifically for television use, and features the ultimate in simplicity of operation and maintenance.

For consolidation with network programs, or remote cameras, a highly reliable micro-wave relay is offered, both in fixed station and in portable form.

May we submit a proposal to meet your requirements?

SARKES TARZIAN, Inc.,
Broadcast Equipment Div.,
Bloomington, Indiana.

flict between "due process" and freedom of the press. Among his questions:

• Would the court cases be broadcast locally or nationally? (Actually, he maintained, there are two separate jurisprudences in the U. S., so that the question of tv in the court room must be viewed in terms of "two different forms of administration of justice.")

• What would be the effect in areas where the only newspaper and the only station are commonly owned?

• Who would sponsor the court broadcasts? "In other words, if litigation now pending by Zenith against RCA were to be sponsored by CBS, how do you feel about it? What about a teetotaller witness sponsored by a beer ad? This goes not to the convenience of the witnesses or the broadcasting companies or anyone. I merely ask what does it do for this difficult search of truth, where people differ in a court of law?

• "What about the effect on witnesses? Some will enjoy acting, some won't. I am assuming they won't see the camera, they won't see the lights, but won't they be conscious of it?"

• "What kind of cases do we televise? Obviously, few people would support the televising of the children's courtrooms [but] what about criminal cases? What about prostitution cases? Do you get a bigger sponsor for more money if you televise Jelke than if you do some important issue like who owns marketplace of thought in America or the price of newsprint, which can make or destroy the press of America?"

• "How are you going to determine the areas to be covered? In my judgment, the judges, the lawyers and, more particularly, the prosecutors are in no way entitled to any opinion, because they are clearly subject to the attack of being subjective. Most of our prosecutors believe that being a prosecutor is the way to be a governor or a judge. Just think what would happen if he has the choice of what is to be televised."

Judge Miller maintained that the Bar Association's Canon 35, which holds that broadcasting should not be permitted in court, is "unconstitutional on its face."

"Due process" and "freedom of information," he asserted, are "equally imperative" —"unless you respect the due process requirements, you have no business in the courtroom . . . and equally from the point of view of the lawyer or judge who seeks to exclude you, if you come into the courtroom properly equipped and willing to exercise your power as a conveyor of information, the judge, under the due process laws, has no power to exclude you."

He denied the argument that tv would create a "psychological hazard" for witnesses, any more than attorneys who browbeat or judges who bang gavels can also create psychological hazards. Moreover, he cited the Texas murder trial which was telecast but whose witnesses said they either didn't realize they were on tv or weren't disturbed by the fact that they were.

Broadcasting courtroom cases, he asserted, is the natural next step in a gradual evolution from the days of the Star-Chamber Courts. In that evolution, he pointed out, the first step was to admit audiences to the courtroom; then came "the pamphlet and the occasional newspaper," and "finally the great metropolitan newspapers with their facilities for newsgathering, their editorial staffs, their columnists, and the sob-sister and all the rest of the paraphernalia.

"Now we have radio and television, which expands the vision of the people, and makes it possible to achieve in greater degree the desire of those who urged that the people had a right to see and know what was going on in a courtroom. . . .

". . . Eventually, we are coming to the recognition of this new form of [conveying] information to the people. Inevitably, we are coming to it. Will it be necessary to wait for another generation or can we get it now? I don't know. I have lived a long time and I have seen some of these changes come slowly, and I am reconciled to the fact that sometimes they have to come slowly."

Humphrey to Address NARTB State Session

SECRETARY of the Treasury George M. Humphrey, whose warning that inflation can bring a "hair-curling depression" has kept him in recent headlines, will address NARTB's second annual Conference of State Presidents of broadcaster associations at the opening afternoon's session next Thursday (Feb. 21) at the Mayflower Hotel, Washington. Forty-six states will participate.

FCC Chairman George C. McConnaughey, a speaker at last year's conference, will speak at the Thursday luncheon, on "Broadcasting—A Joint Responsibility." NARTB President Harold E. Fellows will make the luncheon address Friday, final day of the conference.

The state association presidents will merge their Friday evening meeting with the annual Voice of Democracy awards to the four winners of the national high school competition. Winners will be announced at a banquet to be held at the Sheraton Park Hotel. In past years the four national winners have been announced in advance of the awards ceremony. For the first time, all 52 state and territorial winners will receive free trips to Washington and attend the dinner.

Reports will be given the state presidents by NARTB staff officers, including Howard H. Bell, assistant to the NARTB president and state coordinator; Donald N. Martin, assistant to the president in charge of public relations; Vincent T. Wasilewski, government relations manager, and Robert L. Heald, chief attorney.

Dr. Sydney Head, broadcast-film director of U. of Miami and president of Assn. for Professional Broadcasting Education, will address the state delegates. Four state association presidents will give reports. They are Charles A. Batson, WIS-TV Columbia, S. C., on government relations; Richard W. Chapin, KFOR Lincoln, Neb., on personnel placement; David H. Morris, KNUZ Houston, Tex., on state promotions, and Phil Hoffman, KLZ Denver, Colo., on freedom of information.

NARTB will be given an award by American Heritage Foundation for the 1956 register-vote campaign. James M. Boyd, vice president, Theatre for Industry, Ira Mosher Assoc., will speak Friday on methods of planning and running a meeting.

Representing state associations will be the following:

Julian C. Smith, WAGF Dothan, Ala.; Richard O. Lewis, KTAR Phoenix, Ariz.; Melvin P. Spann, KWAK Stuttgart, Ark.; John H. Schacht, KBET-TV Sacramento, Calif.; Phil Hoffman, KLZ Denver, Colo.; Harvey C. Smith, WDEL Wilmington, Del.; Daniel W. Kops, WAVZ New Haven, Conn.; H. Dennison Parker, WTAN Clearwater, Fla.; L. H. Christian, WRFC Athens, Ga.; C. N. Layne, KID Idaho Falls, Idaho; George C. Biggar, WLBK De Kalb, Ill.; Dan Park, WIRE Indianapolis, Ind.; Anthony J. Koelker, KMA Shenandoah, Iowa.

Robert Wells, KIUL Garden City, Kan.; Arthur Eilerman, WZIP Covington, Ky.; Frank Ford Jr., KENT Shreveport, La.; F. Parker Hoy, WLAM Lewiston, Me.; Robert Cochrane, WMAR-TV Baltimore, Md.; Sherwood J. Tarlow, WHIL Medford, Mass.; J. P. Scherer, WHFB Benton Harbor, Mich.; Kenneth M. Hance, KSTP St. Paul, Minn.; William Howard Cole, WHOC Philadelphia, Miss.; Earl Dougherty, KXEO Mexico, Mo.; A. J. Mosby, KGVO Missoula, Mont.; Richard Chapin, KFOR Lincoln, Neb.; Joseph K. Close, N. H.; Jerome P. McCarthy, WTOA Trenton, N. J.; W. W. Phelps, KALG Alamogordo, N. M.; William Doerr, WEBR Buffalo, N. Y.; Edmond H. Smith, WIRC Hickory, president, and Cecil Hoskins, WWNC Asheville, secretary-treasurer, N. C.; Leslie Kleven, KUMV-TV Williston, N. D.; J. L. Bowden, WKBN-TV Youngstown, Ohio; Leo R. Morris, KASA Elk City, Okla.

Thomas B. Price, WBVP Beaver Falls, Pa.; H. William Koster, WEAN Providence, R. I.; Charles A. Batson, WIS-TV Columbia, S. C.; Evans Nord, KELO Sioux Falls, S. D.; Frank H. Corbett, WGAP Maryville, Tenn.; David H. Morris, KNUZ Houston, president, and M. E. Danbom, KTBB Tyler, vice president, Tex.; George C. Hatch, KALL Salt Lake City, Utah; Gordon Keyworth, WBTN Bennington, Vt.; Emerson J. Pryor, WDVA Danville, Va.; Leonard H. Higgins, KTNT-TV Tacoma, Wash.; A. G. Ferrise, WMMN Fairmont, W. Va.; Hugh Boice Jr., WEMP Milwaukee, Wis.; James Carroll, KWYO Sheridan, Wyo.

Mass. UP Broadcasters to Meet

UNITED PRESS Broadcasters of Massachusetts will hold its spring meeting Feb. 27 at Putnam & Thurston's Restaurant in Worcester, President Richard Adams, of WKOX Framingham, announced last week. The session will convene at noon for cocktails followed by luncheon and business sessions. John Hurley of WNEB Worcester is host member.

You're in Good Company

ON WGN-RADIO, CHICAGO

From "A" for Anacin to "W" for Winston....

TOP-DRAWER Grocery Store Product advertisers are buying WGN-Radio!

FOR THE RECORD: Anacin • Arid • Bayer's Aspirin • Beechnut Gum • B. C. Headache Powders • Ben Bay, Pacquin Hand Cream • Birds Eye Fish • Blue Bonnet Margarine • Coca Cola • Coco Wheats • Colgate's Vel, Chapstick, Chapans • Del Monte Pineapple-Grapefruit Juice • Fels Soap • Fox Deluxe Foods • Franco-American Spaghetti • Frigidmeats Products • General Foods Instant Postum • Golden Mix Pancake Mix • Heinz Campside Beans • Herbox Bouillion Cubes • Westchester Chicken • Herschel California Fruit Products • Hills Brothers Coffee • Hit Parade Cigarettes • Joan of Arc Pork and Beans • Kent Cigarettes • LaFrance Blueing • Listerine Antiseptic • Lite Soap • Marlboro Cigarettes • Milk Foundation, Inc. • Old Manse Syrup • Oregon Washington Pears • Pall Mall Cigarettes • Pepsi Cola • Pepsodent • Quick Home Permanent • Ralston Wheat Chex, Rice Chex • Salerno-Megowen Biscuits • Sleep Eze • Smith Bros. Cough Drops • Spry • Stewart's Private Blend Coffee • Winston Cigarettes • and many more!

Yes, Top-Drawer Advertisers are buying WGN-Radio

Join the nation's smartest time buyers who confidently select WGN-Radio to sell millions of dollars worth of goods for top-drawer clients.

1957 promises exciting new programming to make WGN-Radio's policy of high quality at low cost even more attractive to you.

WGN-RADIO 720 ON THE DIAL

The Chicago Tribune Station, Owned and Operated by WGN, Inc.

Midwest Office
441 N. Michigan Ave.
Chicago 11

Eastern Advertising Office
220 E. 42nd Street
New York 17

Also represented by
Edward Petry
& Company, Inc.

Equipment on Agenda For NARTB Meeting

NEW developments in equipment, automatic operation and extension of the life of operating gear will feature the program of NARTB's Engineering Conference to be held April 8-11 during the annual industry convention at the Conrad Hilton Hotel, Chicago.

The four days of programming will include two joint sessions with the NARTB management group. The first joint meeting will be the presentation of NARTB's annual keynote award to former President Herbert Hoover. This is scheduled for Tuesday morning, April 9. The next morning engineers and management will take part in the annual FCC roundtable, with Commission members answering questions.

A radio technical program will open the engineering agenda April 8, followed by a reception and luncheon. The afternoon program will deal with television. Next engineering program will be given Tuesday afternoon, again covering radio. Wednesday afternoon will be devoted to television, Thursday morning again to tv and Thursday afternoon to both radio and tv topics.

Programming of the engineering meeting is under the direction of a committee headed by John G. Leitch, WCAU-AM-TV Philadelphia vice president, and NARTB's engineering department manager, A. Prose Walker.

Radio topics will include remote control progress and automatic equipment, the future of small stations, compatible single-sideband system, modernization of transmitters, transistors, new components for 50 kw transmitters, use of mobile units for remote disc-jockey pickups, modern recording techniques, a new approach to audio consoles and highly directive microphones.

On the television agenda are tape-recording operational experience, specific effects in color programs, control of color appearance through studio lighting, panel on proposed color and monochrome test signals, Chroma-Kron pallet for color, new field intensity measuring techniques, tv aural transmitter standby system, precise frequency control, FCC's mobile unit, new stabilizing amplifier, AT&T's tv operating center, low-power tv station operation, automatic programming, use of 100 kw transmitter to obtain 316 kw ERP, restoring image orthicon tubes, uhf transmitters, and problems of tower design, construction and maintenance.

Junior League Group Hits Lack Of Good Tv Shows for Children

THE Junior League of Providence, R. I., in a survey of tv shows on three stations—WJAR-TV and WPRO-TV both Providence and WGBH-TV Boston—gave the ratings of excellent or good to 83 adult shows. The organization's committee for tv reported, however, that the "lack of good children programs was deplorable."

Arnold F. Schoen, Jr., general manager of WPRO-TV and WPRO told the committee that its conclusion was a "generalization" and that it was "completely untrue." He criticized the committee for emphasizing programming for children under 10. He said a national survey disagreed with the findings of the Junior League.

The committee, which said that 144 members each viewed six hours of programming, reported only 12 programs aimed at youngsters could be called good.

The organization's tv committee recommended the formation of a citizens council composed of PTA, church and civic groups, school and recreation departments and the State Board of Education to aid tv programming for children's shows.

International, Domestic Ads Discussed at Atlanta Meeting

INTERNATIONAL and domestic aspects of advertising highlighted a one-day meeting of the Southeast Council of Advertising Agencies held Feb. 8 at the Dinkler-Plaza Hotel in Atlanta.

Advertising and business executives from six southeastern states attended the meeting.

Among the guest speakers was Charles H. Crutchfield, executive vice president and general manager of the Jefferson Standard Bcstg. Co., which operates WBT Charlotte, NC., WBTV (TV) Charlotte, and WBTW (TV) Florence, S. C. He spoke on "Behind the Iron Curtain"—an account of his observations on tv in Russia during a recent tour of the Soviet Union with other American businessmen.

Other speakers on the program were Eugene Patterson, executive editor of Atlanta Newspapers, Atlanta; Sherwood Dodge, vice president of Foote, Cone & Belding, New York, and J. H. Tinker Jr., vice president of McCann-Erickson Inc., New York City.

NBC's Culligan to Address Chicago Broadcast Adv. Club

MATTHEW J. CULLIGAN, vice president in charge of NBC Radio Network, will address the Broadcast Adv. Club of Chicago Feb. 25, it was announced by the organization Monday. Mr. Culligan will discuss his "imagery transfer" concept and recent NBC Radio programming innovations, including the network's "Hot Line" newscast operations, as featured speaker at a luncheon in the Hotel Sheraton.

To Address L. A. Conference

PHIPPS L. RASMUSSEN, vice president and general manager, San Francisco office of McCann-Erickson, and Don Belding, chairman of the executive committee, Foote, Cone & Belding will speak at sessions of the Social Science for Industry conference, to be sponsored March 13 in Los Angeles by Stanford Research Institute. Mr. Rasmussen will talk on "Applying Research to Advertising," and Mr. Belding will talk on "Changing the People's Mind."

Harmon Named Tv Topic Head

RALPH N. HARMON, Westinghouse Broadcasting Co. vice president for engineering, has been named topic chairman for television for the 81st convention of the Society of Motion Picture & Television Engineers to be held in Washington, April 29-May 3. Mr. Harmon will be responsible for obtaining papers on various aspects of television for the convention.

GATHERED 'round pretty Marilyn Smith, the "Catalina Mermaid" for KBIG Hollywood, Calif., who helped hostess the Sea-Esta supper party at the mid-winter conference of the Advertising Assn. of the West held recently at the Santa Barbara Miramar Hotel are (l to r) Charles A. Storke, co-editor and publisher of the Santa Barbara *News Press* and general manager of KTMS Santa Barbara; Charles W. Collier, AAW executive vice president; Clair G. Henderson, partner and general manager of Rippey, Henderson, Bucknum & Co., Denver advertising agency, and Mark Lansburgh, partner, Lansburgh & Oldham agency of Santa Barbara and chairman of the Sea-Esta. Hundreds of ad officials and other firm representatives attended the conference.

NOTHING HOLDS 'EM ...LIKE A HIT!

...and it's the Warner Bros. smash hits that lure the big audiences... and hold 'em... from the first scene all the way through to the final fade-out!

Just take a look at what happened in Portland, Oregon:

Station KOIN's Warner Bros. feature raked in almost double the combined November ARB ratings of both competing stations... and what's more... these ratings held up as late as 12:45 A.M.!

keep 'em viewing with WARNER BROS. feature films!

In short, KOIN's viewers proved what millions of viewers are proving night after night from coast to coast: People Just Don't Walk Out In The Middle Of A Top-Notch Motion Picture!

November ARB ratings for KOIN WARNER BROS. features

(10:30 or 11:00 P. M. to past Midnight... 5 nights a week)

		SAT.	SUN.	MON.	TUES.	WED.	AVERAGE
KOIN	**WARNER FEATURES**	**14.8**	**7.2**	**10.7**	**9.8**	**15.7**	**11.7**
KLOR		6.8	6.9	2.2	1.3	5.8	4.6
KPTV		2.6	0.7	0.7	0.7	5.3	2.0

write or call **a.a.p. Inc.**

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75 E. Wacker Drive • DEarborn 2-4040

DALLAS
1511 Bryan Street • Riverside 7-8553

LOS ANGELES
9110 Sunset Boulevard • CRestview 6-5886

MARTY ROBERTS — Farm Director whose daily 6 a.m. Farm news presents farm facts collected through constant field trips in the 3 state farm area.

LEO UNDERHILL—"Leo Underhill Show" 6:30-10 a.m. daily. Cincinnati's favorite "wake-up" program, also has a huge audience of "going to work" riders.

REX DALE—"Make Believe Ballroom 10-12 a.m.; 2-4 p.m. daily. Housewives teenagers, and a surprisingly large number of men, listen—and buy h sponsors' products.

CINCINNATI'S TOP

Round the clock, day after day not 1, not 2, not 3 or 4 but 8 top radio personalitie ll, w

WCKY's large, responsive audience. Advertisers who start with WCKY—*stay* with WCKY. The y—

DELVINA—"It's A Woman's World" 1:30-2 p.m. daily. A "must" with the feminine sex. Ranges from recipes to breaking the sonic barrier-to home building.

PAUL MILLER—"Paul Miller Safety Show" 4-6 p.m. daily. Cincinnati's most listened to "music to drive by" program. Sponsors like it too, because it sells.

NELSON KING—"Daily Hit Parade 6:15-7 p.m. "The Jamboree'" 7:15-
p.m. daily. "Daily Hit Parade" has l the field at its time for a decade.

WCK

Cincinnati's 8 Top Salesmen can make your product Tops in Sales in Cincinnati.

YNE BELL—"Wayne, The Bell Boy" 5-1 p.m. daily. Music, gimmicks, tling humor. A popular "middle the day" period with all classes of eners.

SALESMEN

ll, while they entertain,

y—because they sell.

D SMITH—"The Jamboree" & "Night ders" 7:15-12 p.m.; 12-1 a.m. These ograms reach the largest audience the south of any program with usic, entertainment and "sell".

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

On the Air everywhere 24 hours a day seven days a week

ONLY WCKY GIVES YOU ALL 4

★ Largest Audience ★ Lowest Cost per Thousand
★ Lowest Rates ★ 50,000 watts of SALES POWER

CINCINNATI, OHIO

THE *L.B. Wilson* STATION

L.B. Wilson INCORPORATED
WCKY
CINCINNATI

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 53 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 950 California St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

WCKY is your best buy!

NCTA, NARTB Groups To Discuss Antennas

A FIVE-MAN broadcaster committee has been appointed by the National Community Television Assn. to meet with the community antenna committee of NARTB "to discuss common problems."

The action was taken a fortnight ago at the Chicago meeting of the NCTA board.

The NCTA committee consists of Paul B. McAdam, Livingston, Mont.; Fred J. Stevenson, Fayetteville, Ark.; A. J. Malin, Laconia, N. H.; Martin F. Malarkey, Pottsville, Pa., and Larry Boggs, Ardmore, Okla.

During the past several years there have been complaints that community systems have used the signals of tv stations without permission; that they have deleted commercials and substituted others; that they have violated copyright and program ownership rights by distributing tv stations' signals without authority or payment.

Last year a group of western telecasters asked the FCC to bring antenna systems under common carrier regulation. This is still pending before the Commission. There also have been reports of stations preparing to bring suit to enforce program rights. One tv film distributing company has been reported readying a legal suit because its exclusivity contracts with tv stations are endangered by antenna systems carrying the programs in territories outside the station's.

The NARTB community tv committee is chairmanned by William Fay, WROC-TV Rochester, N. Y., and also includes Omar Elder, ABC; Thomas K. Fisher, CBS; William C. Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; Harry Olsson, NBC; Henry W. Slavick, WMCT (TV) Memphis, Tenn., and George B. Storer Jr., Storer Broadcasting Co.

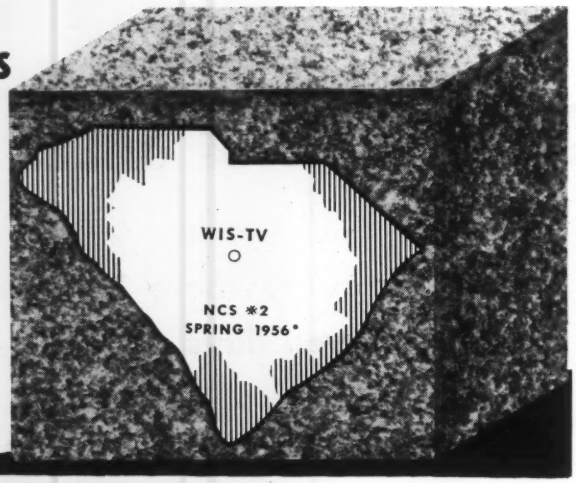
Cincinnati Engineers Set Agenda For April Tv Meet

EXHIBITS and technical sessions on various aspects of tv will feature the 11th Annual Technical Conference on Television to be held at the Cincinnati Engineering Society Bldg. April 26-27 by the Cincinnati section of the Institute of Radio Engineers. Annual banquet will be held April 26, with Dr. George H. Brown, chief engineer of commercial electronics products, RCA, as speaker. Technical sessions will be held April 27, with the following papers presented:

"Practical Aspects of Tv Tuner Design," by C. D. Nestlerode, Allen B. DuMont Labs; "A Constant Input—Impedance RF Amplifier for Vhf Tv Receiver," by H. B. Yin and H. M. Wasson, RCA; "A Transistorized Carrier System for Transmission of Television Signals," by L. G. Schimps, Bell Labs; "Color Tv Recording on Black-and-White Lenticular Film," by J. M. Brumbaugh, E. D. Goodale, and R. D. Kell, RCA; "Transistor Receiver Video Amplifiers," by M. C. Kidd, RCA; "Transistor Design for Picture IF Stages," by R. J. Turner and P. E. Hermann, Philco Corp.; "Color Signal Distortion in Envelope Type of Second Detectors," by B. D. Loughlin, Hazeltine Research Corp.; "A Transistorized Horizontal Deflection System," by H. C. Goodrich, RCA; "A New Approach to Horizontal Deflection Tube Testing," by G. M. Lankard, Sylvania Electric Products.

TAKING a coffee break at the Radio Advertising Bureau Chicago area sales clinic are (l to r) William A. McGuineas, commercial manager of WGN Chicago; Kevin B. Sweeney, RAB president, and Glenn Snyder, general manager, WLS Chicago. Area clinics, started last month, are to have taken place in 52 cities by March 1 [B•T, Jan. 21].

CORNERSTONE
of successful TV campaigns in South Carolina
WIS-TV



AGAIN
ARB shows WIS-TV has —
25 of the top 30 shows
14 of the top 15 film shows
10 of the top 10 local live shows
(ARB Columbia, S. C., November, 1956)

WIS-TV ranks 1st in 132 of the 133 total weekday quarter-hours both Columbia stations telecast!
*NCS credits 29 of South Carolina's 46 counties to WIS-TV

WIS-TV
CHANNEL 10
COLUMBIA, SOUTH CAROLINA
NBC
PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives
President, G. Richard Shafto
Managing Director, Charles A. Batson

MERCURY LUXURY

now available in 12 major cities

American Airline's famous Mercury service, formerly available only on New York-Los Angeles nonstop flights, is now extended to include all the cities listed above. Mercury luxury means red carpet service at shipside, reserved seats, superb cuisine—all on the DC•7, America's fastest airliner—and all at no extra fare.

Mercury
AMERICAN AIRLINES

AA AMERICAN AIRLINES
America's Leading Airline

Couric, Veteran UP Staffer, Joins NARTB PR Department

JOHN M. COURIC, assistant news editor in the United Press Washington bureau, joins NARTB's expanded public relations staff this week, according to Donald N. Martin, public relations assistant to President Harold E. Fellows. Mr. Couric's assignment includes writing speeches, magazine articles and news features.

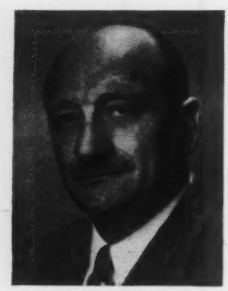
MR. COURIC

Central Region of AAAA Plans '57 Fall Meeting for Chicago

ANNUAL fall meeting of the Central Region of the American Assn. of Adv. Agencies has been tentatively scheduled for Oct. 17-18 in Chicago. Plans for the conference have been discussed at a meeting of Central Region officers under chairmanship of Lawrence O. Holmberg, vice president and general manager of Compton Adv. Inc., Chicago. Slate of new officers will be nominated in late March or early April, Mr. Holmberg reported, for posts of chairman, vice chairman, secretary-treasurer and directors on the board.

TRADE ASSOCIATION PEOPLE

Harold E. Wondsel, president, Soundmasters Inc., N. Y., elected president of Film Producers, Assn. of New York for 1957. Other new association officers are **Nathan Zucker,** Dynamic Films Inc., vice president; **Mrs. Elda Hartley,** Hartley Productions, secretary; **Edward J. Lamm,** Pathescope Co. of America, Treasurer.



MR. WONDSEL

Carl J. Raymond, general manager, WCLG Morgantown, W. Va., to Radio Adv. Bureau, N. Y., station services department. **Rowland J. Varley,** national sales staff, *New York Daily News,* RAB as account executive, succeeding **John T. Curry,** promoted to manager of station services.

Rae Hargrave, assistant to editor, *Journal* of Society of Motion Picture and Television Engineers, appointed publicity director of SMPTE, replacing **Sue Grotta,** resigned.

Ken Stucky, Stucky Bros., Ft. Wayne, Ind., named president of National Appliance & Radio-Tv Dealers Assn. for 1957.

Darwin H. Shopoff, advertising director, Tobias & Co., Charleston, S. C., elected president of Advertising Club of Greater Charleston. **Charles E. Smith,** general manager, WTMA, appointed vice president of club and **Harry Gianaris,** Harry Gianaris & Assoc., secretary.

TRADE ASSOCIATION SHORTS

Radio-Newsreel-Television Working Press Assn. has moved into new quarters at Hotel Shelton, 527 Lexington Ave., N. Y. Telephone: Plaza 1-2720.

American Committee for Liberation, N. Y., which supports work of Radio Liberation, has issued 47-page booklet summing up activities of RL. Booklet, titled "Sparks into the USSR," may be obtained free from committee, 6 E. 45th St., N. Y. 17.

PLAYBACK

QUOTES WORTH REPEATING

PAYS TO ADVERTISE

Jack Webb, quoted in Commercial Television News *(London), Feb. 1:*

WHAT's the use of doing a show [*Dragnet*] when it's dying on the vine without benefit of advertising? I'm the first to admit that every *Dragnet* is not a good one, but our opposition, *Climax* on CBS, doesn't have a consistently good one either. But they usually beat us to a place in the top 10 by a few points and I think it's directly due to CBS' saturation advertising campaign for *Climax* in the Trendex cities. . . .

Those big ads in the newspapers are impressive by the sheer fact they're there. To overlook them you must take a back seat in the ratings.

THE MUSIC BUSINESS

Harper's *magazine, commenting in its February issue on the state of music ("Surely there is no other department of American cultural life so poorly run"):*

THE actual, by-hand performance of music on instruments has of course been subject to recurrent assault by a succession of mechanical substitutes—the phonograph, movies, radio and tv—and the state we are now in is substantially the product of cumulative attempts to protect the profession against the machine by combining against it. Unfortunately, since each new combination has to be coercive to succeed, it is easily tempted to coerce the public.

Petrillo's (American Federation of Musicians) solution has been to institutionalize the unemployment of musicians by converting their union into a gigantic make-work project, in which the working support the non-working. The composer's solution was a monopoly (ASCAP) followed by a counter-monopoly (BMI), both with tremendous power over—and economic interest in—the popularity of a given song. One was allied with the movies; the other is allied with radio. Both, as a means of retaliatory warfare, are now simply washing each other's dirty linen in the public prints.

DEMAND & SUPPLY

John K. West, NBC vice president, Pacific Div., addressing the Ad Club of Boise, Idaho, Feb. 11 on advertising's role in the American economy:

WITH a narrow view of our potential, advertising's critics wanted everything produced with a hard view to utility. There was no need for advertising, they said. People knew what they wanted.

But did they?

Did they know, for example, that they wanted television sets and Dacron suits, and Pepsodent with irium, frozen foods, hydramatic drive, tubeless ires, fiberglass fishing rods, Neolite soles, filtered cigarettes, high octane gasoline, Formica tabletops and instant milk, anti-histamines, hi-fidelity phonographs and recordings, sealed-beam headlights, tinted windshields, detergent oils, nylon shirts, transistor hearing aids and fireproof Christmas tree decorations.

When we talk about selling the American way of life, let us not overlook the Madison Avenue copywriter, the salesman with the new look, the "Man in the Gray Flannel Suit." He has helped Americans increase their gross national product, increase the amount of discretionary spending power in the hands of consumers, increase their health standards and increase their grip on tomorrow.

Another way SRDS helps sell time

You are assured of representation
at agency-client sessions
when schedules are discussed;

meetings at which Standard Rate is
almost always present.
With your Service-Ad in Standard Rate & Data...

you are there...

selling, by helping people buy!

SRDS Standard Rate and Data Service, Inc.
1740 Ridge Avenue, Evanston, Ill.
Sales Offices: New York • Evanston • Los Angeles

ABC-TV DRAWS BEAD, FIRES ON NBC-TV

- **$50,000 presentation claims many 'seconds' for 'third' network**
- **New York-Chicago meetings hear details of all-out competition**
- **There are those who disagree, cite different set of statistics**

ABC-TV officials trotted out moving ducks and auto racers and all sorts of other visual gimmicks and sound effects in a $50,000 slide-film presentation to New York and Chicago advertisers and agencies last week. But the most prominent gimmick was not pictured at all. That was the needle they repeatedly gave NBC.

"ABC-TV, where it competes, when it competes, has emerged as the second network—and the leading contender to overtake and pass the current leader." That was the recurring theme, with NBC pegged pointedly in third place. At a later point the limiting clauses were left off and ABC-TV was hailed flatly as "emerging as the second-ranking network." And the presentation, conducted largely by Oliver Treyz, vice president in charge of ABC-TV, ended on this note, based in part on special Trendex ratings made last Tuesday night:

"Berle's day is no more. Tuesday belongs to ABC. And in the seasons ahead we confidently predict the calendar will contain a week of Tuesdays—52 weeks in the year."

Making doubly sure that nobody misunderstood whom he was talking about, Mr. Treyz at another point — after a series of comparative statistics which showed CBS-TV out front — threw out this quip: "I think we ought to send the bill for this presentation to 485 Madison Ave."

With all its fanfare and touches—which included music by the ABC orchestra and light breakfast for an estimated 1,500 advertiser, agency and other guests at New York's Waldorf-Astoria on Wednesday morning and a repeat performance for better than 500 at the Hotel Sherman in Chicago on Friday the presentation largely followed the pattern of progress and plans spelled out for B•T by ABC-TV's top command three weeks ago [B•T, Jan. 28]. Much of the research was updated or expanded in light of subsequent material, and in addition there were these major new developments:

• Expansion of facilities: two new large studios to be built in New York (to be located, it is understood, near ABC's present headquarters on a site for which negotiations are now in progress), and eight new studios to be built on ABC's 23-acre Hollywood lot, in addition to work now in progress in Chicago, where its studios will be consolidated under one roof on March 1.

• Color tv: ABC plans to go into color television in the fall of 1958—and already is preparing its facilities for that entry.

• New program plans: ABC-TV plans at least 20 new program series for fall. In addition to Frank Sinatra, Pat Boone, Mike Wallace and Guy Mitchell, ABC has just signed a "precedent-making agreement" with MGM involving, among other things, a partnership with MGM for an hour-long mystery series based on works of noted authors. Other plans for "souping up" ABC-TV's programming include four hour-long film series from Warner Brothers (*Oklahoma Kid, Sugar Foot, The Texan,* and a general drama a la *Conflict*); a situation comedy called *Tin Pan Sally;* a dramatization of the New York Police Dept. in action; *Snowfire,* a fantasy-adventure story of a stallion; *The Californians,* based on Gold Rush days, and, in the live area, a new variety-audience participation-quiz show called *Fame and Fortune.*

• Daytime programming: In "building back" from a shortened *Mickey Mouse Club* at 5:30-6 p.m. next fall, ABC-TV plans to install "Kidult" programming at 5-5:30, and adult-appeal shows "in the hours preceding." Only new daytime program singled out was *Glamor Girl,* on which "women will be transformed into movie queens."

• Sales: Seven-Up Co. (soft drinks), reported earlier to be considering a network property [B•T, Feb. 11], was revealed to have signed on Tuesday for one-half sponsorship of *Zorro,* one of the new features to be supplied by Walt Disney. Seven-Up agency is J. Walter Thompson Co. In addition, apart from sales already recorded for Messrs. Sinatra, Boone and Wallace, the new Guy Mitchell series was reported "under option."

• A 15-city Trendex rating study conducted Tuesday night was revealed at the New York presentation the next morning, showing ABC-TV programs leading their NBC and CBS-TV competition from 7:30 to 9:30.

• New daytime tv rate theory: Though it's largely theoretical now because ABC-TV's only current daytime tv programming is sold at fixed rates per participation, ABC-TV on March 1 will install a new rate for Monday-Saturday daytime programming up to 5 p.m., figured at one-third rather than the traditional one-half of nighttime rates [B•T, Feb. 11].

• Radio: Special research for tv advertisers to show why network radio is a highly complementary medium in conjunction with television advertising.

THEY MAKE THE PITCH FOR ABC

MR. GOLDENSON — MR. DURGIN — MR. AUBREY — MR. TREYZ

Other phases of the presentation reiterated ABC-TV's improved position in (1) live clearances (from seven live stations in February 1953 to 71 representing 76% of tv homes today, with a "minimum" addition of Omaha, Fort Wayne, Boston and Norfolk expected for the 1957-58 season plus improved access in others) and (2) in total coverage (now averaging 119 stations with 87.8% coverage and capable of being expanded to 130 with 92.3%, "and more if needed").

Much emphasis was put on ABC-TV's previous claims of rising competitive stature against NBC and CBS-TV in areas where the three networks compete.

Mr. Treyz cited Trendex figures to show that in evening periods where all three networks competed with fully sponsored programs, ABC-TV in January 1953 had an average rating of 13.3 as compared to 19.4 for CBS-TV and 15.5 for NBC. But in January 1957, he asserted, Trendex on the same basis installs ABC-TV in second place with 16.1 against 13.7 for NBC-TV, while

showing CBS-TV still ahead with 20.3. Similarly, he continued, Nielsen national figures—in time periods fully sponsored on all three networks—show NBC-TV has dropped from first place in average audience in 1953 to third place now, while CBS-TV has moved into first place and ABC-TV has gone from third to second.

In terms of program first places—this time, including non-competitive as well as competitive periods—Mr. Treyz stressed that CBS-TV in the January national Nielsens led in 30 evening half-hours as compared to 17 in 1953; that NBC-TV had gone from first place with 29 in 1953 to third place with nine in 1957, and that ABC-TV, which trailed with three in 1953, is now up to second place with 10.

As between ABC-TV and the other networks individually, the presentation employed a race-track format to show CBS-TV beating ABC by 18 "laps" to 11 in last month's Nielsen's—but with ABC topping NBC by the same score.

While NBC did not officially rise to all this bait, some statisticians did come up with other figures calculated to show that ABC-TV's presentation didn't tell all. The "trick" in the presentation, they claimed, was in limiting comparisions to those evening time periods in which all three networks have fully sponsored programs. Thus, they argued, ABC eliminated from consideration approximately 41% of all evening programming—including all co-op shows and many top-rated programs that, for purposes of such a comparison, were unfortunate enough not to have wholly sponsored programs appearing opposite them on one or both of the other networks. Among those thus eliminated from consideration in ABC-TV's presentation, they asserted, were such as:

I Love Lucy, half of *Ed Sullivan Show*, *G. E. Theatre*, *Alfred Hitchcock Presents*, *$64,000 Question* and *$64,000 Challenge*; *Dragnet*, *Gunsmoke*, *People are Funny*, *Perry Como Show*, *You Bet Your Life*, *Jackie Gleason Show*, *Tennessee Ernie*, *Climax*, *What's My Line*, *Your Hit Parade*, *Bob Cummings Show*, *Shower of Stars*, *Loretta Young Show*, *People's Choice*, *Playhouse 90*, *George Gobel Show*, *Lux Video Theatre*, half of the *Steve Allen Show* plus at least a dozen others, including six on ABC-TV, plus five other half-hours where ABC-TV has no sponsored programs at all.

These statisticians also noted that while ABC-TV correctly reported that in periods of fully-sponsored three-network competition ABC-TV had 10 "firsts" compared to nine for NBC and 30 for CBS-TV, the same source material would show ABC-TV with 10 second places against 24 for NBC and 15 for CBS, while in third places ABC-TV "led" with 29 against four for CBS and 16 for NBC.

Moreover, they argued, the average audience rating for ABC-TV's second-place shows was 8.1 against 30.5 for CBS-TV's and 24.1 for NBC-TV's, while ABC's third-place programs rated 18.0 as compared to 29 for those of CBS and 20.7 for NBC's.

ABC-TV's rating coup for the presentation to a great extent was based on results of last Tuesday night's Trendex survey, which gave ABC-TV four of the five half-hours from 7:30 to 10 p.m. Trendex showed these ratings:

ABC-TV's *Cheyenne* scored 26.7 against 21.3 for CBS-TV's *Name That Tune* and 4.7 for NBC-TV's *Jonathan Winters* and *News Caravan*. The second half of *Cheyenne* polled 27.6 against 16.7 for CBS-TV's *Phil Silvers Show* and 11.0 for NBC-TV's *Big Surprise*. *Wyatt Earp* on ABC-TV had a 32.2 to lead *The Brothers* with 16.3 on CBS-TV and *Noah's Ark* with 9.9 on NBC-TV. In the next half-hour ABC-TV's *Broken Arrow* was ahead wtih 25.4 over *To Tell the Truth*'s 13.8 on CBS-TV and *Jane Wyman*'s 19.6 on NBC-TV. In the final half-hour of the 2½-hour period ABC-TV lagged—its *DuPont Theatre* scored 12.3 against 29.8 for CBS-TV's *Red Skelton Show* and 13.6 for NBC-TV's *Kaiser Hour*.

The radio portion of the presentation, conducted by Don Durgin, vice president in charge of ABC Radio, put the emphasis on network radio as "ideally complementary" to tv. Today's television advertiser, he said, is no longer thinking of radio as a medium to "fill in where television isn't," but as a "new medium" that adds both audience and frequency of impact to those reached by television.

For instance, Mr. Durgin cited a one-hour tv drama reaching 18 million homes a month. Two segments a day in ABC radio's morning block, he said, re-reaches 2.25 million of these homes and adds 29% more new homes in a month—at an additional cost of about 10%. Or the sponsor of a tv comedy-quiz show reaching 20 million homes could sponsor the ABC Radio weekend news series and re-reach those 20 million homes and add 38% in other homes, at an added cost of 15%.

"That is the circulation side of the picture," Mr. Durgin said. "But there's another side to the picture too. An advertiser who translates a good television property into a radio show gains an important plus. By adding the same property in radio, you not only add circulation to your franchise, but important national merchandising, dealer-distribution and audience promotion support as well.

"This is why more and more advertisers are considering network radio at the time basic tv buys are made. That's why the decision for network radio is being moved from the timebuyer's desk back to the plan board's table."

Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, welcomed the New York and Chicago groups and opened the presentation. The portion on tv program plans was conducted by James T. Aubrey Jr., ABC-TV vice president for programming and talent.

The presentation coincided with the fourth anniversary of the merger of ABC and United Paramount Theatres to form American Broadcasting-Paramount Theatres, of which ABC is the broadcasting division.

NBC-TV SEEKS TOP ABC-TV SHOWS

WHILE ABC-TV worked last week to strengthen its autumn programming (see adjacent story), NBC-TV appeared to be holding out lures designed to bring several ABC-TV features into its own schedule.

NBC-TV reportedly hopes to pick up three ABC-TV advertisers and their programs—Lawrence Welk (Dodge Div.), *Rin Tin Tin* (National Biscuit) and *The Lone Ranger* (General Mills).

At the same time, NBC-TV is ready to place an adult western film, tentatively titled *Wagon Train*, in its Wednesday 7:30-8:30 p.m. (EST) period. Production firm and other details are not available. This program appears to be directed at a strong ABC-TV feature, *Disneyland*.

Two former ABC-TV executives who recently joined NBC-TV—Robert E. Kintner and Robert Lewine—are described as leading figures in the NBC-TV moves. Mr. Kintner formerly was ABC president and only two weeks ago moved into the key post of executive vice president, television network programs and sales [B•T, Feb. 11]. Mr. Lewine, former ABC executive vice president in charge of tv programming and talent, is NBC's program vice president responsible for nighttime programs.

While NBC-TV's plans to accomodate any ABC-TV programs it attracts are indefinite, it is reported the network would put the Welk show in the Saturday, 9-10 p.m. period, now occupied by *Caesar's Hour*, three weeks out of four, possibly on the theory that it would cut back on the comedian's schedule to prevent "over-exposure."

NBC-TV apparently is confident it will have little difficulty in placing the *Rin Tin Tin* and *Lone Ranger* films in the regular schedule. Ready for consideration in fall planning is the Sunday 7-7:30 p.m. period. General Foods reportedly will carry its *77th Bengal Lancers* film in this position through the summer and then drop the program.

CBS' Murrow, Sevareid Praised In Newscast by ABC's Costello

ABC NEWSCASTER Bill Costello paid tribute last Tuesday on the AFL-CIO news program (ABC Radio Mon.-Fri., 7-7:15 p.m. EST) to the newsmen who have been challenging the administration's stand barring U. S. correspondents from visiting Red China.

Mr. Costello, who was substituting for Edward P. Morgan on the program, singled out for commendation Edward R. Murrow and Eric Sevareid of CBS; William Worthy of the *Afro-American* newspapers and special CBS correspondent, James Reston and Arthur Krock of the *New York Times* and

the editors of *Look* magazine. Without mentioning names, Mr. Costello criticized publishing and broadcasting officials who have not challenged the administration's policy, asserting: "It is a regrettable fact that in recent months those who have been permitted to exercise control over the avenues of communications have been pusillanimous in defending their professional freedom."

ABC-TV NAMES THREE AS VICE PRESIDENTS

- **Beckman, DeGray from network**
- **Stone, at WABC-TV, is third**

ELECTION of three vice presidents at ABC was announced Thursday by Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres Inc., parent company of the ABC division.

MR. BECKMAN

They are Alfred R. Beckman, ABC-TV director of station relations; Edward J. DeGray, ABC Radio director of station relations, and Robert L. Stone, general manager of WABC-TV New York.

Mr. Beckman started with ABC in 1943 as an assistant sales manager, after agency associations, including business manager and timebuyer for Buchanan & Co. and timebuyer at Cecil & Presbrey Inc. He went on to sales service manager, regional manager in the network's station relations department, director of station clearance, director of sales and station traffic and director of radio and tv station relations, and finally in 1954 to his present post.

MR. DeGRAY

MR. STONE

Mr. DeGray's background includes various executive posts with CBS—he left CBS radio in 1953 when he was national director of station relations and supervisor in charge of radio co-op programs—and with VITAPIX Guild Films where he was director of stations relations. He joined ABC radio in 1955 as director of station relations.

General Manager of WABC-TV since September 1955, Mr. Stone has been with the network since January 1952 when he was an account executive in tv network sales. He moved successively to post in the network's business and tv services departments before assuming his present position.

NEW 'ORDER' FOR MISS LAW

OUT in Hollywood, where 20th Century-Fox is filming "The Desk Set," may be found a short, unobtrusive woman who, with her 29-year association with CBS, not only is a broadcasting veteran, but also one who has served as the inspiration for Bill Marchant's story about the network librarian who fought automation.

MISS LAW

She is Agnes Law, a CBS staffer from Oct. 18, 1927, to to Dec. 14, 1956, and now a happy lady in retirement. Currently sharing quarters in Beverly Hills with Beatrice Atlass (cousin of WBBM Chicago's Les Atlass), Miss Law plans to devote the next four months to: (a) participating in a stock investment club with Miss Atlass, (b) boning up at UCLA on some Italian and French, (c) practicing her skill at the piano and pipe organ, (d) playing golf, and (e) looking up "the old bunch," former CBSers Norman Corwin, Jean Holloway and Fletcher Markle—all now engaged in film or tv work.

In May, she plans to return East and settle down in a four-room, pine-paneled New England "saltbox" at Massepeque, Mass., shuttling to and from Manhattan, where she will be "at home" to old friends and colleagues in her East Seventies apartment and "on call" if the need for her services should arise.

Everyone at CBS received fast and efficient service since 1927, when Miss Law joined the fledgling (16 stations, 10 hours a week) network then in the Paramount Bldg. At the time, she brought to the job a degree in music from Syracuse U. and practical experience in reading engineering blueprints (at the old Curtis Airplane & Motor Corp.) as well as tonal scales.

For the next 11 years, she was instrumental in setting up the CBS program department, its filing system, steno pool, program and press information sections and, after the unexpected invasion by the Martians (Orson Wells' version of H. G. Wells' "War of the Worlds" on the *Mercury Theatre of the Air*), she established CBS' first air check transcription service. In the '30s, when the FCC asked for a history of network programming to date, Miss Law's memory, plus her elaborate card index file helped CBS to comply and eventually led to the creation of the network's statistical division.

But her most single important contribution to CBS operations were her efforts in giving the network its smoothly-oiled library and reference department. Between 1936-40, while working days, she attended Columbia U. nights, taking the full librarian's sequence from A to Z.

Writer Goes to Court to Prove CBS' 'Big Idea' Was His Own

SUIT for "pirating" has been filed in Chicago district court by a west coast freelance tv writer, naming CBS and its WBBM-TV Chicago, Don Bennett & Assoc. advertising agency, Music Corp. of America and Hospital Service Corp. as defendants.

The suit was filed Feb. 5 by Marshall & Marshall, Chicago law firm, on behalf of Samuel Lawrence, Santa Monica, and seeks $1 million damages. Mr. Lawrence claimed he secured a copyright March 14, 1939, on a proposed program, with the tenative title, *Inventor-views*.

As of Thursday, nine days later, CBS-Chicago officials reported they had not been served with litigation papers and, accordingly, declined comment on the suit. Attorneys for the plaintiff, also refused to discuss the case.

It's understood Hospital Service Corp. (Blue Shield-Blue Cross) bought the half-hour film series, through Bozell & Jacobs, on WBBM-TV Chicago for 30 weeks last year. Property reportedly was telecast live on eastern stations for six or seven years, with Don Bennett Productions Inc. subsequently producing film series. In addition to WBBM-TV, program was understood to have been carried by perhaps 24 other stations throughout the country.

He said he submitted it to the Bennett agency in Los Angeles and to MCA but received no reply. He charged that last year, CBS-TV introduced a series, *The Big Idea*, which was pirated from his own idea.

Commentator Edwin C. Hill Dies in St. Petersburg, Fla.

EDWIN C. HILL, 72, radio news commentator, died Tuesday at St. Anthony's hospital at St. Petersburg, Fla., where he had a winter home. He lived in New York. His better-known radio programs included *The Human Side of the News* and *Your News Parade*. He was noted for relating the colorful or sentimental aspects of the news.

Mr. Hill entered the radio field in 1931 with a program on CBS. His last radio association was as a vacation replacement the past summer for Walter Winchell for eight weeks on MBS; from 1951 to 1955 he was on ABC and in 1951 also broadcast weekly for 39 weeks on NBC. He was known, too, for his tape recording of his Christmas story and for his "Old-Fashioned Thanksgiving Story," describing how Thanksgiving was observed in his native Aurora, Ind. These have been broadcast annually for 20 years. A recorded series of 52 human interest stories were to be syndicated this spring, a plan reportedly now being discarded. His wife, the former June Gail, at one time a movie actress, is his only immediate survivor.

The never-ending search for oil takes men to strange places—even to ocean floors.

Here Mobil scientists, the first company team of research geologists trained as skin divers, probe the bottom of the Gulf of Mexico.

From their findings have come clues which may lead to the location of new oil reserves to strengthen the Free World—to guarantee you a continuous and abundant flow of the thousands of products made from petroleum to enrich your life.

Training geologists as skin divers is but one of Mobil's pioneering methods of exploring new petroleum frontiers in a world where oil is ever more difficult and expensive to find.

This progressive policy resulted in the first tapping of off-shore oil reserves out of sight of land —another example of Mobil's master touch in oil.

For more information about skin diving for oil, write to Room 2400, Socony Mobil Oil Co. Inc., 150 East 42nd Street, New York 17, N. Y.

Mobil

SOCONY MOBIL OIL CO., INC.

Leader in lubrication
for 91 years

PROGRAMS OF THE FUTURE, AS LOU COWAN SEES THEM

WHAT'S AHEAD in broadcast programming?

Plenty, and it will be the product of costly research and vast know-how, according to Louis G. Cowan, CBS-TV vice president of creative service, who has done some of the most profitable creative thinking in the broadcast field.

Creator of *Quiz Kids, Stop the Music, $64,000 Question* and others, he has introduced many program innovations that were startling in their day but since have become standard entertainment.

Mr. Cowan gave members of the Washington (D. C.) Ad Club an insight into his thinking processes and his ideas about the future of broadcast programming last Tuesday.

A U. of Chicago graduate, Mr. Cowan entered radio production in Chicago, moving later into public relations. In the 1930s he worked with Kay Kyser's *College of Musical Knowledge*. His first individual success was *Quiz Kids* in 1940. In World War II he was chief of the New York office of the Office of War Information overseas branch, taking part in development of *Command Performance, The Army Hour* and *Chaplain Jim*. After the war he produced the Tommy Dorsey Package, first transcribed disc jockey show. He headed the Louis G. Cowan Inc. production firm, then resigned in August 1955 to join CBS.

Here is a summary of his views on broadcast program trends.

AS WE SEEK our way in new directions, we are aware of *Newsweek's* "Pin-Striped Oopster"—that omnipresence who looks over our shoulders constantly. Each time we attempt a new trend, he's there to say, "Oops, be careful."

As advertisers and broadcasters you are careful because you care but you are not too cautious or lacking in courage. Without courage, broadcasting could not have achieved its present state of force on the American scene.

Before looking forward it is well to look backward and to look at the present to gain perspective. Looking backward to early radio days in Chicago, I recall the crystal sets, Lee Simms and Ilo Mae Bailey, Sam n' Henry (later known as Amos n' Andy), Ben Bernie, Wayne King, Edgar Bergen and Mae West, Professor Quiz, H. V. Kaltenborn, Lowell Thomas, Lone Ranger, Major Bowes, *Take It or Leave It*—for $64 then —Arthur Godfrey and dozens of others.

I recall when Kay Kyser auditioned at the Blackhawk Restaurant for *Kollege of Musical Knowledge* and how, after four weeks of broadcast, the powers-that-be decided on its demise. And then a test sale to American Tobacco Co. which it kept for years. It was a variant on the then popular *Professor Quiz* as were *Information Please* and *Quiz Kids.*

Soon the sages of that day were saying that the quiz trend was over. But Miles Labs sponsored *Quiz Kids* for more than 12 years. At one point there were some 57 variants of this theme on the air locally or on networks.

The quiz trend never did stop, and I'll make the flat statement that you can include it in any list of long-time trends for the future. You can also include the so-called all-star presentation, whether it be variety or drama.

Some years ago those of us working at the War Dept. developing programs for the pleasure of millions of men in the Armed Services conceived the *Command Performance* series in Col. Edward M. Kirby's office, probably the greatest series of all-star entertainment programs the broadcast industry ever presented. I choose the words "broadcast industry" because that industry made it all possible, with the cooperation of the unions, and the motion picture and theatre industries.

Obviously this all-star concept in and by itself is not enough. The catalyst then as now, and in the future, is the *concept* that plausibility and intelligence provides the *vehicle*. The other factor is the *know-how*.

These became available in abundance from the broadcasters, and again when the long-running *Army Hour* emerged as a War Dept. project on NBC, presented at an annual cost of a half-million dollars to the network with no financial return. The actuality or documentary trend was then inching into being. And this trend I see continuing in greater abundance in all broadcasting, radio and television. It will, in my opinion, increase rather than decrease in the years just ahead. This is not only the broadcast into your homes of baseball, or a hearing, or an interview such as *Face the Nation,* but other on-the-scene reportage, and the use of it as extensively as possible as part of what we loosely categorize as entertainment.

This was the fundamental concept of *The $64,000 Question*. I wanted to establish circumstances that could dramatize the reality of a contestant struggling for huge reward, albeit with risk of great loss. So it is with Fred Friendly and Ed Murrow, who have brought entertainment into a reality framework on *See It Now*—and in the special Danny Kaye appearance in "The Secret Life of Danny Kaye"—and they have accomplished it in their presentation of Satchmo Louis Armstrong.

At NBC, I understand, the forthcoming Maurice Chevalier Paris program, produced by Ted Mills, will be a blending of entertainment with reality. These are a few examples of a trend that is beginning to unfold. Within this general framework there will be special concepts but there will also have to be superb know-how—the ability to realize the perfect blending.

I would like to suggest a possible next step in television coverage of baseball which, if successful, would be an in-depth development of a trend. The drama could be heightened, almost as if script were being used, by wider use of closeups on players, managers, umpires and spectators. This would require a skilled camera director who would develop the script characters —the little as well as the big story.

What appears on the television screen is analagous to our view of the top of an iceberg. What we watch on our sets does not show the millions of dollars and man-hours of work that are expended each year. Of course, you know of the millions spent each year in public service and news. I'm talking of the costly trials and costly errors of trying, of developing, of discarding. Out of all of this, greater programming and service will appear, and so will the new trends—some by design, some by pure dumb luck.

First, I believe that the upward trend in

COWAN'S ROADMARKS

- More 60-minute shows
- More 90-minute shows
- More and more quizzes
- More all-star formats
- More, better documentaries
- More "courageous" programs ("Mayerling," etc.)
- More daytime tv
- More adventure, action, western programs
- More music
- More network radio buying

the use by advertisers of network radio will continue upward. The top acid-test, slide-rule—call them what you will—advertisers have been returning or adding to their network radio schedules—with results. Flexibility, so-called use of "visual imagery," immediacy of impact, the companionate use of radio, cost-per-listener—these are some of the reasons. The increased use by advertisers of network radio is one definite trend in broadcasting.

There will be a continuation of the same courage that attempted a "Mayerling," an "Out of Darkness," an *Odyssey,* the new Rogers and Hammerstein "Cinderella," an *Air Power, Project XX,* "The Seven Lively Arts," *World in Crisis,* and on and on.

In this driving for good, better and best next season we will see some important schedule revampings. I believe there well may be more 60-minute shows. Certainly they are now on all of the drawing boards and in development. In this same direction we must consider the possibility of one or possibly two more regularly scheduled 90-minute programs. This has been sparked by the great audience and critical success of *Playhouse 90.*

Another major trend that seems to be shaping up is in adventure, action and western programs. This grows out of the enthusiastic audience response this year as well as the development in presentation skills.

Music is another area to watch. I believe you may well find an upbeat in music.

So long as the McCutchens, the Van Dorens, the Montagues and the Nadlers appear, the present formula for quiz will continue.

I feel strongly about the development in documentary and realism broadcasting. How much there will be during the next year I can't predict but I feel certain the schedules will provide more of these programs.

Answering the skeptics who thought daytime television might never really happen. I can only point to the large audiences that now exist. I believe the trend in daytime television viewing will continue upward.

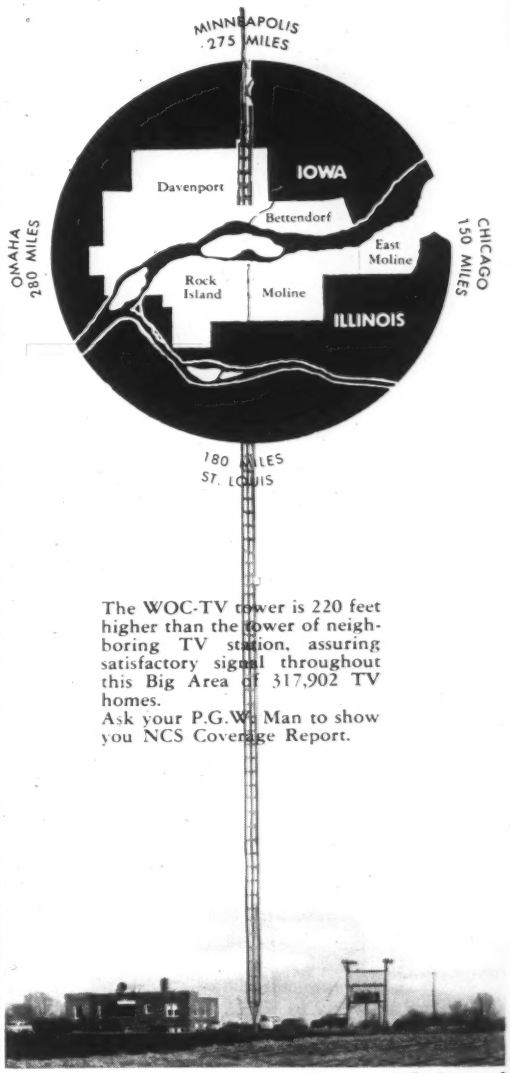
One of the most difficult fields to program successfully is comedy. A combination of a Phil Silvers and a Nat Hiken is a rare and great one. Future comedy needs such alliances of talent, and comedy—good comedy—will always be welcome on any schedule.

World in Crisis, which created nationwide attention, was a milestone in television news broadcasting. I believe the techniques will be used more widely.

Color will play its growing role. There are bound to be many changes in plans for the big new programs coming into existence.

Of one thing I am certain—all of us associated with broadcasting will continue the ceaseless and terribly expensive search for the best possible programs.

The old and dishonorable cliche about the 12-year-old mass audience mentality has been abolished forever, assuming that it ever did exist. Television, with its far-reaching impact, has, along with the newspapers and magazines of the nation, served as a fountainhead of information, knowledge, comprehension. The adult expectancy for mature, quality programming will be met.



The WOC-TV tower is 220 feet higher than the tower of neighboring TV station, assuring satisfactory signal throughout this Big Area of 317,902 TV homes.
Ask your P.G.W. Man to show you NCS Coverage Report.

WOC-TV

Covers the Quint-Cities

Plus 39 Surrounding Iowa

and Illinois Counties.

Population — 1,568,500*

Families — 484,800*

Effective Buying Income —

$2,582,388,000*

*Source: Sales Management "Survey of Buying Power," 1956

WOC-TV

On-the-Air since October, 1949

. . . First in the Quint Cities

and First in Iowa . . . Serving the

largest market between Chicago

and Omaha . . . between

Minneapolis and St. Louis.

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

The Quint-Cities Station—Davenport and Bettendorf in Iowa; Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES

United Press Facsimile Newspictures
and
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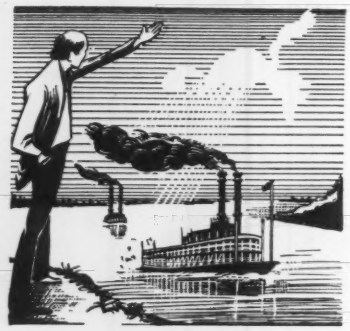


'WAY OUT IN FRONT!

Oldtime steamboat races along our Ohio River Valley were often close, and hazardous to put your money on. Quite different from today's audience race among TV stations. When you put your money on WSAZ-TV, you've picked *THE* winner. Survey after survey gives the title to this 69-county giant — and the latest Nielsen is no exception. Consider these WSAZ-TV margins over the next-best station:

95,670 more homes per month

99,430 more homes per week

101,130 more daytime homes, weekdays

100,580 more nighttime homes, weekdays

WSAZ-TV steams with comparable popularity across a four-state domain wherein almost $4,000,000,000 buying power awaits advertisers who like to ride with the winner. The gangway is down at any Katz office.

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

NETWORK SPOTLIGHT DRAWS HOCKEY FANS

- **CBS-TV series gets credit**
- **Game officials see upsurge**

TELEVISION was credited by responsible authorities last week with an "amazing" assist in building major and minor league hockey attendance the past month [CLOSED CIRCUIT, Jan. 28].

Simultaneously, there was evidence of good viewer aeceptance and speculation over tv's potential role in projected expansion of the ice sport throughout the United States.

Center of the attention is CBS-TV's Saturday afternoon series of ten National Hockey League coast-to-coast telecasts, launched as an experiment Jan. 5. NHL telecasts have been carried in Canada for a number of years, as have some games of American teams in the U. S. on single stations, but CBS-TV coverage is the first of its kind on a nationwide scale in this country.

Gate receipt boosts were reported in New York, Chicago and Boston (NHL cities) as well as in Cleveland, Rochester, N. Y., and Hershey, Pa. (American Hockey League). Montreal, Toronto and Detroit attendance generally has held up the past six years while box office fell off in other cities.

CBS-TV released Trendex figures Tuesday, showing a 7.1 rating, representing 32% of the viewing audience in 11 major cities, while pro basketball (on NBC-TV) reportedly showed a 3.1 or 15% of the audience, for the same cities. CBS-TV offered the telecasts to 115 stations for co-op sale Feb. 16—a considerable increase over the original 59 last Jan. 5.

Tv won plaudits from Clarence Campbell, president of the NHL; James Ellery president of the America Hockey League; William J. Tobin, vice president, and John P. Gottselig, public relations chief of the Chicago Blackhawks, and from others.

Mr. Campbell asserted tv was directly responsible for increased attendance, adding that "the most amazing development in the whole picture is the immediate impact of the telecast games." Mr. Gottselig claimed that probably 75% of attendance at one game represented "new fans for hockey."

Following are statistics of recent weeks' attendance:

• NHL turnstiles recorded a season record Sunday, Feb. 10, registering 42,548 fans for three games—Detroit Red Wings vs. Blackhawks in Chicago (12,714, a season's record there); Montreal Canadians vs. N. Y. Rangers in New York (15,925, first sellout of the season), and Toronto Maple Leafs vs. the Bruins in Boston (13,909, legal capacity).

• After averaging 7,173 fans for 18 home games before tv coverage, the Blackhawks set a season record for four consecutive Sundays, with marks of 11,143, 11,289, 12,633 and 12,714, bringing the average for nine games (Sunday, other days) up to 9,062. Hawks' attendance at the Chicago Stadium started picking up after the CBS-TV Chicago-Detroit game telecast Jan. 19 (when only 4,745 turned out). The following night a Rangers contest drew 11,143.

• An average crowd of 9,853 saw the Hawks and Rangers in Madison Square Garden Jan. 5—first of the 10-game tv series—and the following evening, 14,806 paid admissions were recorded. Rangers' home attendance, particularly Sundays, has been up ever since.

• American Hockey League attendance has jumped the past two weekends, with consecutive sellouts in the Cleveland Arena and turn-away of customers (1,000 and 500, respectively) at Rochester and Hershey.

• Boston Garden was filled to its 13,909 limit on two occasions on a recent weekend.

It also was reported last week that a primary reason behind formation of the new Hockey Players' Assn. union was an awareness of tv's potential role in league expansion.

$3 Million Day Sales Recorded by NBC-TV

DAYTIME television purchases on NBC-TV amounting to almost $3,000,000 in gross billings were recorded during the past two weeks, it was announced Thursday by William R. Goodheart Jr., vice president, NBC Television Network Sales.

This latest upsurge in daytime sales results from orders placed by four sponsors for new and additional advertising schedules on *Queen for a Day* (Mon.-Fri., 4-4:45 p.m., EST) and the quiz show *Tic Tac Dough* (Mon.-Fri., 12 noon-12:30 p.m., EST), he said. The advertisers and their schedules:

Minnesota Mining and Mfg. Co., for its Scotch tape products, will sponsor the 4-4:15 p.m. segment of *Queen for a Day* and the 12:15-12:30 p.m. segment of *Tic Tac Dough* on alternate Thursdays over a 52-week period starting March 14. Minnesota Mining also will sponsor seven alternate-week quarter-hour segments on two additional NBC-TV daytime programs during the last quarter of the year.

Standard Brands will sponsor 26 alternate Tuesday 4-4:15 p.m. segments of *Queen for a Day* starting April 16. This will be in addition to its current sponsorship of the alternate Tuesday 4:15-4:30 p.m. segment of the program, giving the advertiser a 15-minute segment on *Queen for a Day* every Tuesday.

Corn Products Refining Co., for its Nu-Soft fabric softener, will sponsor 26 alternate Wednesday and 26 alternate Friday 12 noon-12:15 p.m. segments of *Tic Tac Dough*. The Wednesday sponsorship will start April 10, with the Friday sponsorship starting April 19.

The Mentholatum Co. will extend its sponsorship of the Friday 12:15-12:30 p.m. segment of *Tic Tac Dough* to include the Feb. 22, March 1 and March 15 programs.

BBDO is agency for Minnesota Mining; Ted Bates & Co. represents Standard Brands; McCann-Erickson Inc. is agency for Corn Products Refining; J. Walter Thompson Co. represents Mentholatum.

TIME TO CHOP IT DOWN

for the ASSOCIATION OF AMERICAN RAILROADS

NBC'S DST SOLUTION: AMPEX VIDEO TAPES

- **Affiliates hear new plan**
- **Format for fall outlined**

THE AMPEX video tape recorder will figure in NBC-TV's approach to the always complicated daylight saving time problem this summer for the first time, network officials told members of the NBC-TV Affiliates Executive Committee at a meeting in New York last Thursday.

The committee also was given NBC-TV's tentative schedule of programs for next fall, along with the further details of its projected revision of the 7:30-8 p.m. Monday-Friday strip, currently occupied by a musical program at 7:30 and news at 7:45.

Presumably, CBS-TV and ABC-TV also will employ Ampex recorders in their handling of the cumbersome and expensive job of delivering programs with a minimum of disruption to the schedules of stations in areas which remain on Standard Time during the summer months. CBS-TV was the first network to get delivery of Ampex equipment, followed by NBC-TV, and ABC-TV expects to complete installation of units in March. The DST period normally starts the last Sunday in April.

While details of the NBC-TV tentative fall program lineup were not made public, it was learned that the three out of four week principle of programming, with certain regular shows yielding once a month to special programs, may be extended to include a portion of every night in the week. Moreover, it was reported, the *Robert Montgomery Presents* show will be switched from Monday night to some other evening (but remaining an hour show rather than extended to 90 minutes as had been considered). The new Monday night lineup reportedly would include *Wells Fargo* at 8:30-9 p.m. EST; *Twenty-One* continuing at 9-9:30 period and a mystery in the 10-11 spot.

The 7:30 Monday-Friday revision contemplates two different network feeds of that half hour segment—one at 6:45 and the other at 7:15. New programming—some of one hour duration and some of half hour—will then go into the 7:30 spot. One show being considered is an hour long western for Wednesdays at 7:30-8:30.

The Affiliates Executive Committee is headed by Walter Damm, WTMJ-TV Milwaukee. Other members: Ed Wheeler, WWJ-TV Detroit; Lawrence Rogers, WSAZ-TV Huntington, W. Va.; Ralph Evans, WOC-TV Davenport, Iowa; Ewing C. Kelly, KCRA-TV Sacramento; Joe H. Bryant, KCBD-TV Lubbock, Tex.; Joe Floyd, KELO-TV Sioux Falls, S. D.; Harold Essex, WSJS-TV Winston-Salem, N. C., and John H. DeWitt, WSM-TV Nashville, Tenn. All were present for the meeting except Mr. DeWitt.

NBC Reassigns Shepard to Post As Special Projects Director

H. W. (HANK) SHEPARD has returned to his post as director of special projects for the NBC-owned stations, it was announced last week by Thomas B. McFadden, vice president of NBC-owned stations and NBC Spot Sales. He had been working on a special assignment as director of business development for California National Productions, an NBC division.

Mr. Shepard's first assignment will be as liaison with NBC television co-op sales in connection with two mid-day programs to be carried by the network's owned tv stations and affiliates on a co-op basis, starting today (Monday). The programs are *Close-Up,* a half-hour interview program, starring Tex McCrary and Jinx Falkenburg, and *Club Matinee,* a one-hour color tv production. The latter program originally was titled *Club 60* [AT DEADLINE, Feb. 11].

WSOC-TV Charlotte Joins NBC

AFFILIATION of WSOC-TV Charlotte, N. C., with NBC was announced jointly Thursday by Larry Walker, executive vice president of WSOC-TV, and Harry Bannister, vice president in charge of station relations for NBC. Now in construction, the station will become an NBC-TV optional interconnected affiliate when it begins operation on ch. 9 about May 1. The station, with 316 kw ERP will serve the greater Charlotte area of more than 300,000 television families. Its sister radio station, WSOC, has been affiliated with the NBC Radio Network for 23 years. WSOC Broadcasting Co. is licensee.

Chester Leaves NBC April 1 For Post With New Weaver Firm

GIRAUD CHESTER, general program executive in charge of NBC daytime television programs, has submitted his resignation to join Sylvester L. (Pat) Weaver Jr., former NBC board chairman and president, in a new television venture. Mr. Chester's resignation is effective April 1.

Mr. Chester did not disclose the nature of his duties with Mr. Weaver's proposed company. Mr. Weaver, who resigned from NBC last September, has not revealed the type of organization he is establishing. A spokesman for Mr. Weaver's public relations counsel said the latter is expected to announce his plans in several weeks, at which time he is expected to open an office on Park Ave. in New York.

Mr. Chester has been associated with NBC since 1953 and during the past 15 months has been responsible for supervision over the network's daytime television schedule.

Werner Takes on 'T-H-T' Duties

MORT WERNER, NBC-TV vice president, will assume responsibility for daytime programs and the *Today-Home-Tonight* trio of participating programs, it was disclosed last week. Mr. Werner will absorb some of the duties of Giraud Chester, who is resigning as general program executive in charge of NBC daytime tv programs. Mr. Chester will join Sylvester L. (Pat) Weaver, former NBC board chairman and president, in a new tv venture (see story, this page).

CBS-TV Sets Up Central Unit For Client-Production Liaison

TO EXPEDITE and improve its services, the CBS Television operations department last week announced a new unit to be titled Operations Information Center. A telephone call to this agency by a CBS-TV client or producer, "will now alert the entire operations area of his needs and will set in motion the production 'assembly line'," CBS said.

At the same time it was announced that Paul E. Wilson had been named manager of the operations information center and Larry Paulus, assistant manager. The new unit—to be known as OIC—will function as part of the network operations department under the over-all supervision of Hal Meier, manager of network operations.

Mr. Wilson formerly was manager of coordinating and estimating for CBS Television and Mr. Paulus was manager of the CBS-TV scenic design unit. OIC is designed to serve as a central clearing house for all production services, materials and facilities. In addition, OIC will be responsible for coordination of all production elements to insure the most effective integration of each item into the production pattern of individual programs. OIC will have at hand all the latest, accurate information on the production status of all programs.

NETWORK PEOPLE

Alvin Ferleger, attorney, NBC's legal staff, and **Richard L. Berman,** business manager for NBC Opera Co., reassigned to NBC International Operations as manager of administration-sales development and facilities manager, respectively.

Robert Maley, assistant continuity director of Mutual and WOR-AM-TV New York to director of department, succeeding **Walter Law,** who resigned several months ago to join CBS Radio as associate director of editing.

MR. MALEY

William Kobin, formerly assistant to director of news-special events for DuMont Bcstg. Corp., N. Y., appointed general assignment producer for CBS News-Public Affairs in Washington.

Edward MacHugh ("Your Gospel Singer"), 63, retired from NBC Radio, died in Holy Cross Hospital at Fort Lauderdale, Fla., Feb. 3.

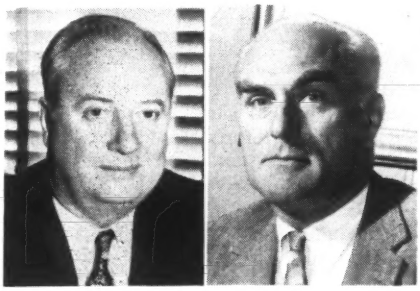
Thomas F. Foy Jr., 48, purchasing agent for ABC, died in his office at Hotel Des Artistes, N. Y., last Monday.

New Brokerage Firm Formed by Hamilton

A NEW broadcast brokerage firm announced yesterday (Sunday) includes former associates of the 10-year-old Blackburn-Hamilton Co.

Dissolution of the Blackburn-Hamilton Co. was announced by Ray V. Hamilton and James W. Blackburn.

Mr. Hamilton has formed a new company—Hamilton, Stubblefield, Twining & Assoc. William T. Stubblefield and W. R. Twining at one time directed the San Francisco offices of Blackburn-Hamilton Co. Mr. Twining will remain in San Francisco with the new company. Office will remain at 111 Sutter St.



MR. HAMILTON MR. BLACKBURN

Mr. Stubblefield, former broadcaster and stations relations director of NARTB, will open offices in Washington March 1 at 1735 De Sales St., N.W. Telephone will be Executive 3-3456.

Mr. Hamilton will continue to operate from his present offices in Chicago's Tribune Tower Bldg. The Atlanta office will be in the Healey Bldg.

Mr. Blackburn, who suffered a heart attack late last year, will announce his plans in the near future. He is convalescing at his home in Alexandria, Va.

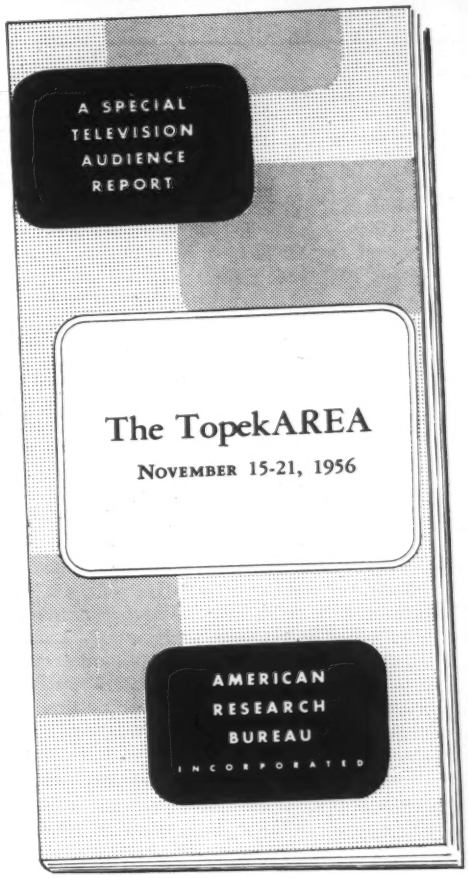
MR. TWINING MR. STUBBLEFIELD

PROFESSIONAL SERVICE PEOPLE

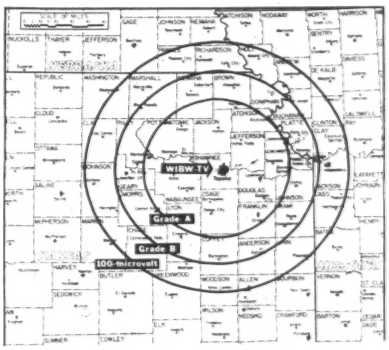
Harry M. Cohn, account executive, Ruder & Finn Inc., N. Y., public relations firm, to Oristano Assoc., same city, as radio-tv director.

PROFESSIONAL SERVICES SHORTS

Daniel J. Edelman & Assoc., Chicago and New York public relations firm, moved to larger quarters in Merchandise Mart, Chicago. New suite is 437.



MAXIMUM POWER 316,000 watts
MAXIMUM HEIGHT 1,010 feet



TOPEKA, KANSAS
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
Rep. Capper Publications, Inc.

Take a look at

SUNDAY

All day Sunday—from 9:00 A. M. until 6:00 P. M.—this latest A.R.B. report shows WIBW-TV an undisputed first choice of viewers in the 20-county TopekAREA. Out of a total of 36 quarter-hours, WIBW-TV shows 32 first places and is tied for the remaining four.

or ANY NIGHT

In the 126 quarter-hours between 6:00 and 10:30 P. M., when competition is the toughest, A.R.B. figures give WIBW-TV 97 first and 26 second places.

DOMINATE
THIS SIX STATION MARKET
WITH WIBW-TV

Take a look at the map and see how perfectly WIBW-TV's 20-county saturation coverage fits your sales, distribution and merchandising picture. Then call your Capper Man.

WIBW-TV
SEE YOUR Channel 13 VHF CAPPER MAN
The Kansas View Point

CBS • ABC

GATES Hi-WATTER SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

WKJG-AM-TV SALE APPROVAL SOUGHT

- **Uhf in $1.9 million buy**
- **Other purchases filed**

THE $1,924,000 sale of an am-uhf combination (WKJG-AM-TV Ft. Wayne, Ind.) —one of the highest prices ever paid for a uhf [CLOSED CIRCUIT, Jan. 28]—topped stations sales filed last week for FCC approval.

Putting out nearly $2 million for the Ft. Wayne properties are the Truth Publishing Co. (60%), Walter R. Beardsley (25%) and Albert G. Wade (15%). John F. Dille Jr. is president and 45% owner of Truth, which in turn owns WSJV (TV) Elkhart, Ind., the *Elkhart Truth*, and through Truth Radio Corp., WTRC-AM-FM Elkhart. Mr. Beardsley is president and substantial stockholder of Miles Labs and minority stockholder of WTRC-AM-FM and Mr. Wade is president of Chicago and Hollywood advertising agencies.

Selling WKJG-AM-TV are General Manager Edward G. and Walter L. Thoms, Clarence L. Schust, H. Leslie Popp, Earl Groth and Herbert Willis. Mr. Thoms will remain with the stations as general manager.

The sales contract calls for a $20,000 deposit, $980,000 to be paid on closing date following FCC approval of sale, and the remaining $925,000 to be paid off over a period of 5½ years.

WKJG-AM-TV balance sheet, as of Dec. 31, 1956, showed current assets of $359,692, total assets $780,620, current liabilities $187,030 and a $493,590 surplus. Ch. 33 WKJG-TV is NBC affiliated and WKJG, on 1389 kc with 5 kw, is affiliated with both NBC and Mutual.

Mt. Rainer Radio & Tv Broadcasting Corp. (Lester M. Smith and Lincoln Dellar and their wives) is seeking FCC approval of its $422,648 purchase of KNEW Spokane, Wash. [B•T, Jan. 28]. KNEW, owned 40% by Scripps Newspapers Inc., 40% by Burl C. Hagadone and 20% by Harry Henke Jr., is an MBS affiliate on 790 kc with 5 kw.

The station's balance sheet, as of Dec. 31, 1956, showed current assets of $70,774, total assets $122,626, current liabilities $14,294 and earned surplus $98,331. The Smiths and Dellars also own radio stations in Portland, Seattle and Hannibal, Mo., and Mr. and Mrs. Dellar own KXOA-AM-FM and ch. 40 KCCC-TV Sacramento, Calif.

B. P. Bludworth and A. D. Rust, who own KTXL-TV San Angelo, Tex., are selling 50% of the station to Angelo Broadcasting-Telecasting Inc. (Lewis O. Seibert) for $32,288. Mr. Rust, in turn, is selling his remaining 25% of KTXL-TV to Roy H. Simmons, San Angelo businessman, for $50,000, conditioned on consummation of the sale to Mr. Seibert. Mr. Bludworth will retain 25% ownership.

Mr. Seibert owns 99% of KGKL San Angelo, 45% of KPLT Paris, Tex., 20% of KBST Big Spring, Tex., and 10% of KBST-TV. The KTXL-TV balance sheet, dated Jan. 31, showed current assets of $44,015, total assets $184,747, current liabilities $47,934. It also showed a deficit of $82,418 as of April 30, 1956, and a profit for the first 11 months of 1956 of $39,116. KTXL-TV is on ch. 8 and affiliated with NBC.

Now-dark ch. 36 WQMC (TV) Charlotte, N. C., is being sold by Hugh A. Deadwyler to Century Advertising Co., in which Mr. Deadwyler retains 50% interest. The other stock goes to Frank P. Larson Jr., electrical manufacturer representative, in return for a $100,000 loan, and Cecil J. Hawes, local surgeon, who is putting up $10,000. Mr. Deadwyler is lending the new company $20,000.

No physical assets are involved in the change and at the same time the transfer application was filed, WQMC also asked for authority to operate with a power of 20.7 kw, antenna 421 ft. above average terrain and install new General Electric equipment. The present authorized power is 132 kw with antenna 560 ft. above average terrain.

Station broker Paul H. Chapman Co., Atlanta, announced the purchase, subject to FCC approval, of WDCL Clearwater-Tarpon Springs, Fla., by a group composed of Hodding Carter, newspaperman, publisher John T. Gibson, McClain Bowman and songwriter Floyd Huddleston. Selling the station for a price in excess of $100,000 are Margaret and J. M. Miller and Beatrice and Hal Freede. Mr. Freede, an organist, will remain with the station.

Open Hearings in Red Probe Probably in Month, Says Walter

OPEN hearings probably will be held in New York within "a month" in the House Un-American Activities Committee's hunt for communists in radio-tv and other entertainment media, Chairman Francis E. Walter (D-Pa.) indicated last week.

A staff member, however, said it is not certain that hearings will be held. The committee held closed hearings Feb. 6-8 at the U. S. Courthouse in New York's Foley Square. Rep. Walter was not present at the closed sessions.

The staff spokesman declined to reveal the number of witnesses questioned or how many are in radio and tv. Before the closed session, the committee had said it would question "40 or 50" persons, "most" of them in radio-tv.

FCC ACTION IMPEDES STORER STATION BUY

- **McFarland letter voted**
- **May hear WMUR-TV case**

THE Storer Broadcasting Co. purchase of ch. 9 WMUR-TV Manchester, N. H., and its move closer to Boston struck a snag last week when a majority of the FCC voted to send a McFarland letter indicating the necessity of a hearing.

FCC Chairman George C. McConnaughey and Comr. John C. Doerfer were the only two who voted to make the grants. Comr. Richard A. Mack, it was understood, abstained from voting.

The Commission raised three questions: (a) conflict with the table of allocations (moving the Manchester channel to Boston), (b) the suitability of the antenna site (a shadow area problem has arisen in Manchester based on the proposed antenna height and site), and (c) concentraton of control (Storer would, the Commission said, own stations in the fifth, sixth and ninth markets of the U. S.).

Indications were that the proposed move of the station and Storer's purchase would be dropped.

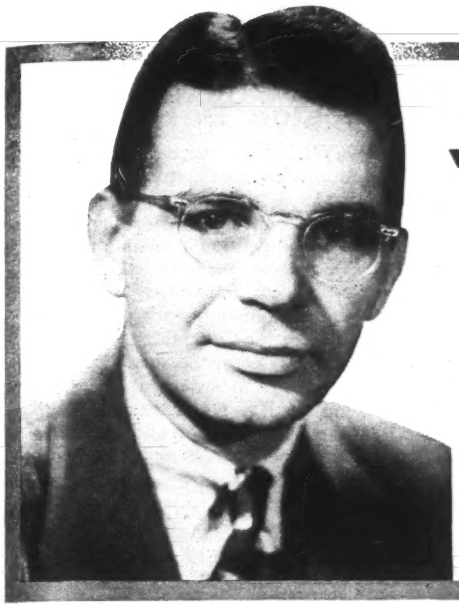
Storer planned to buy the ch. 9 New Hampshire station for $850,000. The purchase was contingent on moving the WMUR-TV transmitter to a site near Georgetown, Mass.—16 miles north of Boston and 32 miles southeast of Manchester. Earlier this month the principals won ACC Airspace Panel approval for a 1,049 ft. antenna at that site. This was a decrease of 86 ft. over the proposed 1,135 ft. tower.

Since Storer already owns its limit of five vhf stations (FCC's rules prohibit the ownership by the same entity of more than seven tv stations, of which not more than five may be vhf channels), Storer last year arranged for the sale of its WAGA-AM-FM-TV Atlanta, Ga., to the Washington Post Co. for $6.5 million. This transaction was not only contingent on FCC approval of the Manchester purchase, but carried a Feb. 15 deadline.

In addition to the Atlanta stations, Storer also owns WGBS-AM-FM-TV Miami, Fla.; WJBK-AM-FM-TV Detroit, Mich.; WSPD-AM-FM-TV Toledo, Ohio; WBRC-AM-TV Birmingham, Ala.; WJW-AM-TV Cleveland, Ohio; WWVA-AM-FM Wheeling, W. Va., and KPTV (TV) Portland, Ore. The Miami and Portland television stations are uhf; the remainder are vhf.

Storer also has an agreement with Paul F. Harron, principal owner of ch. 12 WPFH (TV) Wilmington, Del., to buy that station and the Harron-owned WIBG-AM-FM Philadelphia for $5.4 million. As in the Manchester case, Storer would have to dispose of one of his vhf tv stations to remain within the five-vhf-to-a-customer regulation. The memorandum agreement is contingent on Mr. Harron securing majority stockholder approval to the sale.

Last year Storer sought to buy the permit



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Director of Advertising
Theo. Hamm Brewing Co.

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JOHN R. MORAN

In 1939, Mr. Moran joined the advertising department of Procter and Gamble, where he travelled extensively, testing premiums and sales promotion under actual sales conditions. Later at P. & G., he planned and administered radio, newspaper and magazine schedules, and developed merchandising and advertising campaigns.

Moving over to the Kroger Co. in 1943, he handled radio, television, newspaper and display advertising until 1953, when he became director of advertising for Theo. Hamm Brewing Company. Married and father of three youngsters, Mr. Moran is a member of the St. Paul Chamber of Commerce Public Relations Committee, as well as the Governor's Advisory Committee for state publicity.

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To reach more radio listeners—more often—in this big *double-barrelled* market of steady year 'round buying power supplemented by millions of tourist dollars—*spot your product on WFLA!*

(Figures from Survey of Buying Power, May, 1956)

The Tampa Tribune Stations

wfla AM • FM RADIO NBC TAMPA-ST. PETERSBURG NBC AFFILIATE

National Representatives — JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS, Jacksonville, Florida

of ch. 3 KSLM-TV Salem, Ore., and move it closer to Portland, Ore. In its application to the FCC, Storer asked that the five vhf rule be waived to permit continued ownership of the other vhf outlets. Last November, the Commission refused to waive that rule. Price for KSLM-TV was $27,277. Storer planned to surrender his uhf license in Portland.

Witness in Flint Ch. 12 Case To Testify From Hotel Room

TAKING cognizance of the health of a witness, an FCC hearing before Examiner Herbert Sharfman will convene today (Monday) at 10 a.m. in Washington's Mayflower Hotel, with WJR Detroit footing the room bill.

The hearing is on the long and involved Flint ch. 12 case and the witness will be John F. Patt, president and minority stockholder of WJR, whose WJRT (TV) holds a disputed grant for the channel. Mr. Patt is recuperating from a heart attack and was advised by his doctor and attorney not to testify in person because of the physical and emotional strain it would cause him. However, Mr. Patt is appearing for cross examination under his own initiative.

The witness' direct testimony will be accepted as written interrogatories under an agreement of counsel. Counsel in the case also have agreed to a maximum of one hour of cross examination each morning and afternoon Mr. Patt is on the witness stand.

WJR received the ch. 12 grant in 1954, after which it asked FCC authority to move its transmitter site (north of Flint instead of south as stipulated in the original application). Following this move, the unsuccessful applicants, WFDF Flint and W. S. Butterfield Theatres Inc. protested. Three days of testimony were taken last week in conventional order—in an FCC hearing room—by Examiner Sharfman.

Two Tv Permittees Granted Channel Assignment Changes

TWO tv permittees—not yet on the air—last week were granted shifts in channel assignments by the FCC.

WRLP (TV) Greenfield, Mass. (satellite of WWLP [TV] Springfield, Mass.), was granted switch to ch. 32 from ch. 58, increase in antenna height from 500 ft. to 920 ft., transmitter move to 14½ miles northwest of Greenfield, and power increase to 200 kw. The station has requested a translator operation on ch. 79 in Claremont. N. H., to rebroadcast its programs.

KGEZ-TV Kalispell, Mont., originally assigned to ch. 8, received authority to change to ch. 9. Ch. 8 has been reallocated to Missoula, Mont., by the Commission.

In a third action, the FCC denied a petition by KBMN Bozeman, Mont., to shift ch. 12 from Helena, Mont., to Bozeman and terminated rule-making proceedings on the proposed shift. At the time of its filing, KBMN pointed out that there was no applicant for that channel. However, Helena Tv Inc. subsequently applied for ch. 12 and received an FCC grant last week (see story, page 79).

WHDH Answers Globe In Boston Tv Battle

IN ANSWERING a request to the FCC by the *Boston Globe*, seeking to intervene in the Boston ch. 5 proceeding [B•T, Feb. 4] WHDH Boston (*Herald-Traveler*) charged that the *Globe* petition is "without merit and obviously made with disregard of the public interest and with complete willingness to abuse the Commission's processes."

In other petitions filed last week on that proceedings, Greater Boston Tv Corp., favored applicant in an initial decision, and Massachusetts Bay Telecasters Inc. both supported the *Globe* petition and asked that the record be reopened. A filing by the Broadcast Bureau did not take a definite stand on the *Globe* petition but pointed out that it (*Globe*) has offered no explanation for delaying nearly two years before questioning WHDH's qualifications.

A fourth applicant for the channel, Allen B. DuMont Labs, did not file a reply.

WHDH reportedly has received a favorable vote for Boston ch. 5 [B•T. Jan 21] but no announcement to this effect has been made by the Commission.

The *Herald-Traveler* charged that the *Globe* petition is "a last minute, all out attempt to keep a third tv station out of the Boston market as long as possible," and asked that the Commission strike the *Globe* petition to intervene. It said that all facts of the case were known by the *Globe* during the time applicants were arguing the case before the FCC and that the *Globe's* filing was untimely.

Robert Choate, publisher of the *Herald-Traveler* and target of many of the *Globe* charges, denied that he had ever threatened to use the tv station, if granted to WHDH, as a tool of competition against the *Globe;* that he had ever tried to upset *Globe* financial arrangements to build a new $12 million plant, and that WHDH had ever been used to unfair advantage against the *Globe.*

On *Globe* charges that he had attempted to force that paper into a merger with the *Herald-Traveler,* Mr. Choate said that he had conducted informal merger talks with principals of the *Globe* from 1946 to 1956. His view, he said, was that if there was not a merger among Boston papers some of them would fail and that a merger between the two papers could result in a better editorial product and a sounder business institution.

The petition stated that "unlike representatives of the *Globe,* Mr. Choate was not looking forward to the *Post* [Boston paper which formerly was an applicant for ch. 5 and which has since ceased publication] going out of business." Mr. Coate said that he offered to advance $30,000 to the Boston Typographical Union to help the *Post* meet a pension obligation in an effort to keep it on the newsstands.

The *Globe* completely ignored the *Boston-Record-American-Advertiser* in its statements about newspaper competition in that city, the *Herald-Traveler* said. Its petition stated that the *Record-American-Advertiser* has a larger circulation than the other two papers involved.

A DAY OFF TO WATCH

NOW that television is here, the whole nation should turn out every four years to see the presidential inauguration ceremonies and parade, Sen. Karl E. Mundt (R-S. D.) said last week in offering a bill (S 1077) to make Inauguration Day a national holiday. Sen. Mundt said millions of people would watch the event on tv "were it not for the fact that they are fastened to their desks in their offices, or are employed in shops, or otherwise." He also read into the record an editorial from the *Sioux Falls* (S. D.) *Argus-Leader* suggesting such a holiday.

Four New Tvs Granted; Helena Gets Two Vhfs

HELENA, Mont., received grants for two vhf tv stations as a total of four new authorizations were made by the FCC last week. They were for chs. 10 and 12 in Helena, ch. 35 in LaSalle, Ill., and ch. 69 in Pekin, Ill.

Ch. 10 went to Helena Tv Inc. with a power of .402 kw and antenna minus 114 ft. above average terrain. Helena Tv principals include President W. L. Piehl (35.44%), Director Charles P. Crehan (7.68%), stockholder of KCAP Helena, and General Manager Bruce Hamilton (5.75%).

Peoples Forum of the Air was awarded ch. 12 with .256 kw and antenna minus 152 ft. above average terrain. Peoples Forum is licensee of KXLJ Helena and owns 17.17% of KXLF-TV Butte. It, in turn, is owned 98% by Z Bar Net Inc., owner of KXLI Missoula, Mont., KXLF Butte, KXLK Butte, KXLK Great Falls, Mont., and KXLQ Bozeman, Mont.

Ch. 43 WEEK-TV Peoria, Ill., was awarded ch. 35 in LaSalle and will operate the new station as a satellite with 14.3 kw and antenna 437 ft. above average terrain. Sen. Robert S. Kerr (D-Okla.) is principal owner of WEEK-TV.

Mid Illinois Tv Co. was granted Pekin's ch. 69 with operating power of 19.9 kw and antenna 384 ft. above average terrain. Principals, who have interests in WPMN Elgin, Ill., KXGI Ft. Madison, Iowa, KDHS (TV) Aberdeen, S. D., WRCA Effingham, Ill. and newspaper interests, include President William D. McNaughton, F. F. McNaughton and Joseph E. McNaughton. A fourth principal, James M. Unland, is an insurance agent.

Kansas City Star Sued

SUIT asking $500,000 treble damages under the Sherman antitrust law was filed Tuesday in federal court, Kansas City, against the Kansas City Star Co. (WDAF-AM-TV) and Emil A. Sees, advertising director, by Central Publishing Co., that city. The plaintiff charges it was forced to suspend *Tv Preview*, a magazine, in April 1954 after 2½ years of publication. The Star was found guilty in federal court of criminal antitrust violations in connection with sale of ads.

Utah Tv Bill to Permit Building of Translators

WITH strong support from KTVT (TV) and KSL-TV, both Salt Lake City, the Utah House of Representatives last week (Feb. 13) passed by a vote of 49-9 a Senate bill permitting use of county recreational funds for construction and operation of tv translator systems, reportedly the first such bill to be passed in the nation.

Gov. George D. Clyde is expected to sign the measure, which will extend Salt Lake City television signals to cover the entire state, thus bringing tv to an additional 70,000 viewers in the southern and eastern parts of Utah.

Originating in the Senate, the bill first passed the upper chamber by an overwhelming majority.

G. Bennett Larson, president and general manager of KTVT (TV), advocated the measure's passage at a recent public hearing, noting that stations had always felt people should be able to see tv shows after they had spent money for the sets.

Jay Wright, vice president of KSL-TV, appeared as a technical witness for proponents of the bill at House and Senate committee hearings.

Other proponents of the measure testified that mine and mill operators in uranium-rich southern areas could not keep labor because of lack of tv; mayors of other towns told of the difficulty in obtaining doctors, dentists and other professional people if television was not available.

Both KTVT (TV) and KSL-TV have offered all counties use of their engineering facilities and staffs to assist in locating translator sites for best reception.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 7

(Figures in parentheses indicate dates oral arguments were held.)

Seattle, Wash., ch. 7 (12-17-56); Indianapolis, Ind., ch. 13 (5-25-56); St. Louis, Mo., ch. 11 (7-9-56); Orlando, Fla., ch. 9 (6-19-56); Buffalo, N. Y., ch. 7 (9-24-56); Boston, Mass., ch. 5 (10-29-56); Biloxi, Miss., ch. 13 (12-18-56).

AWAITING ORAL ARGUMENT: 3

(Figures in parentheses indicate dates initial decisions were issued.)

San Francisco-Oakland, Calif., ch. 2 (6-25-56); Pittsburgh, Pa., ch. 11 (7-3-56); Coos Bay, Ore., ch. 16 (7-20-56).

AWAITING INITIAL DECISION: 4

(Figures in parentheses indicate dates records were closed after hearings.)

Hatfield, Ind.-Owensboro, Ky., ch. 9 (1-7-55); Toledo, Ohio, ch. 11 (1-25-56); Onondaga-Parma, Mich., ch. 10 (3-2-56); McKeesport-Pittsburgh, Pa., ch. 4 (1-7-57).

IN HEARING 8

Beaumont-Port Arthur Tex., ch. 4; Sheboygan, Mich., ch. 4; Pachuta, Miss., ch. 7; Mayaguez, P. R., ch. 3; Victoria, Tex., ch. 19; Beaumont, Tex., ch. 6, Ponce, P. R., ch. 7; Lubbock, Tex., ch. 5.

IN COURT 6

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Pittsburgh, Pa., ch. 11; Sacramento, Calif., ch. 10; Miami, Fla., ch. 7; Wichita, Kan., ch. 3; Portsmouth, Va., ch. 10; Shreveport, La., ch. 12 (denied by appeals court; petition for writ of certiorari submitted to U. S. Supreme Court).

SILER TRIES AGAIN

A BILL to prohibit the advertising of alcoholic beverages on radio-tv and in other media was introduced in the House Thursday by Rep. Eugene Siler (R-Ky.) author of a similar proposal in 84th Congress. The bill (HR 4835), which is introduced in every Congress, is not likely to come up for hearing until 1958 (election year), when temperance forces traditionally begin concerted drive for passage.

Uhf Stations Cease Operations In Bloomington, Ill., Elmira, N. Y.

TWO uhf tv stations—ch. 15 WBLN (TV) Bloomington, Ill., and ch. 24 WTVE (TV) Elmira, N. Y.—last week informed the FCC they have been forced to go off the air, one for lack of money and the other for lack of a network affiliation.

Owner-President Worth S. Rough said that WBLN, which ceased operation Feb. 5, would have to remain dark until financial help is obtained. He said much local interest has been shown in WBLN's plight and the station hopes to return to the air "within a month."

WTVE went dark last Thursday after four years of operation which resulted in a $350,000 loss. The reason, according to President Thompson K. Cassel, is lack of a network affiliation. Elmira is covered by vhf signals from WNBF-TV Binghamton, N. Y., and via ch. 18 WSYE-TV Elmira, a satellite of vhf WSYR-TV Syracuse, Mr. Cassell said. He also said the FCC's proposal to pull ch. 9 out of Elmira had a part in WTVE's decision to go dark.

Demise of the two uhf's brings the total number that have gone off the air to 68 stations, 64 of which were uhf. Of these, 39 still retain their cps, including the two latest casualties.

Three New Am Stations Get FCC Authorization

THREE new am grants were made by the FCC last week.

E. Weaks McKinney-Smith, was authorized 1560 kc, 1 kw unlimited at Paducah, Ky., subject to engineering conditions. These conditions will be to install a phase monitor and field intensity measuring equipment and to provide a complete non-directional proof of performance on the directional antenna system. Mr. McKinney-Smith is a food broker in Paducah. The Commission decided that the need for the proposed service outweighed the loss which WQXR New York would suffer in part of its groundwave coverage area because of interference from the

new station. Comr. Rosel H. Hyde dissented and Comr. John C. Doerfer abstained from voting.

Paramount Broadcasting Co., was authorized for 1390 kc, 1 kw unlimited, at Avon Park, Fla. Paramount is the licensee of WMRB Greenville, S. C.

Westfield Broadcasting Co. received a construction permit for 1570 kc, 1 kw daytime, Westfield, Mass. Westfield President Albert L. Capstaff is executive producer of NBC's *Monitor* and owns 25% of KVAS Astoria, Ore.

Senate Subcommittee to Air Problems of Daytime Stations

A SPECIAL subcommittee of the Senate Small Business Committee will hold "a day or two" of hearings on daytime broadcasters' problems sometime in the next two months, a committee source said last week.

But plans were somewhat indefinite because there is a Republican vacancy on the committee and the group hasn't been organized yet. The vacancy was created by the Nov. 6 election defeat of Sen. James H. Duff (R-Pa.).

A special three-man subcommittee to probe daytimers' problems was named last year [B•T, March 26, 1956] but didn't get around to hearings. Its chairman then, Sen. John F. Kennedy (D-Mass.), later in the year announced hearings would be held early this year. But Sen. Kennedy gave up his spot on the Small Business Committee in favor of a berth on the Senate Foreign Relations Committee this year. Other members of the special small business unit were Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

Senate Confirms Whitney

THE SENATE last week confirmed the nomination of John Hay (Jock) Whitney as Ambassador to Great Britain. Mr. Whitney is senior partner in J. H. Whitney & Co., New York investment firm which owns WISH-AM-TV Indianapolis and WANE-WINT (TV) Fort Wayne-Waterloo, Ind., and 90% of KGUL-TV Galveston-Houston and of KOTV (TV) Tulsa. Mr. Whitney is a brother-in-law of CBS Board Chairman William S. Paley.

Celler Promises Probe Of Ike's Appointments

INVESTIGATION of President Eisenhower's appointments to the FCC and other federal regulatory agencies was promised last week by Chairman Emanuel Celler (D-N. Y.) of the House Antitrust Subcommittee.

Rep. Celler said the President, in appointing Democrats to agencies required by law to be made up of members of both parties, appoints only those Democrats "who voted for him."

He said this violates the intent of Congress, which in creating these agencies required that they be made up of members of both parties, with the intention that there would be "conflicting philosophies" and, thus, competition of ideas, to guard against partnership in the regulation of various businesses.

Rep. Kenneth B. Keating (R-N. Y.), ranking GOP member of the subcommittee, afterward told reporters, "I don't think we have any business interfering with the President's appointments."

Wash. State Legislature Studies New Daylight Saving Time Bill

THE Washington State Legislature, currently in biennial session, is studying a bill to establish daylight saving time on a statewide basis. The proposed measure was introduced in the House of Representatives by Charles P. Moriarty Jr. (R) and Ray Olsen (D), both of Seattle.

Several years ago the state's populace voted out daylight saving time in Washington, thereby creating some difficulties for broadcasters as well as for other business firms and organizations with interstate relationships.

President Nominates Ellsworth

FORMER Rep. Harris Ellsworth (R-Ore.) was nominated Monday by President Eisenhower to fill a vacancy on the Civil Service Commission. Named for a two-year term, he is expected to be designated chairman. Mr. Ellsworth formerly was 25% owner of KRNR Roseburg, Ore., affiliated with the *News-Review*. He served 14 years in Congress, having been defeated in the last election. He had been considered for a possible vacancy on the FCC [B•T, Dec. 24, 1956].

WWBZ Vineland Wins Round In Fight for License Renewal

WWBZ Vineland, N. J., won an important round last week in its fight for a license renewal, withheld because of the broadcast of horse racing information. FCC Chief Hearing Examiner James D. Cunningham Feb. 11 issued a supplemental initial decision recommending the renewal of the WWBZ license.

Mr. Cunningham found that all broadcasts of horse racing information were discontinued some two years ago and all deficiencies in operation have been removed with a proper programming balance attained.

The station first applied for renewal in February 1952, received an unfavorable initial decision in March 1955, and was denied renewal by the Commission in November 1955. In October 1956, the FCC reopened the record and accepted new testimony which led to Mr. Cunningham's decision.

Harriscope Inc. Applies For Ch. 9, Sheridan, Wyo.

HARRISCOPE Inc., which last fall received a grant of ch. 2 (KTWO-TV) in Casper, Wyo. [B•T, Oct. 22, 1956], has applied to the FCC for ch. 9 in Sheridan, Wyo., Harriscope plans a power of 3.08 kw, antenna 349 ft. above average terrain, with $86,671 to be spent for construction and $83,400 for first year operation.

Harriscope principals are Burt I. Harris and Irving B. Harris (both formerly with Toni Div. of Gillette Co.) 40% each, and Don Paul Nathanson (president of North Adv. Agency, Chicago) 20%. In addition, Lawrence S. Berger (president of Los Angeles tv film distributor) has an option to buy 40% of the station if FCC grants the application. Mr. Berger will serve as consultant and construct the station in return for the option.

WINT (TV) Requests Permit To Move Its Transmitter

WINT (TV) Fort Wayne, Ind., has applied to the FCC for authority to move its transmitter from near Auburn, Ind., to W. State Blvd. in Fort Wayne. The Commission last month reallocated ch. 15 to Fort Wayne and approved the station's move to that community from Waterloo, Ind.

The new address will house the transmitter, studios and offices of WANE Fort Wayne and WINT (TV), with a $360,000 budget designated for new construction, according to R. Morris Pierce, tv managing director. Architects and engineers presently are working on designs, and a mid-summer target date has been set.

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Screen-like parabolic antenna is used in dramatic new "over-the-horizon" transmission technique on White Alice. Giant antennas like this, built to Bell Laboratories design, receive and transmit signals beamed from more than 150 miles away and scattered back to earth by the troposphere.

alaskan reunion

That big fellow in the baseball cap is Jug Guthrie. His companions (in the usual order) are Dave Punches and Bob Troeltzsch. Jug is from the A. T. & T. Long Lines Department in Kansas City, Dave is from the Illinois Bell Telephone Company and Bob is from the Mountain States Telephone and Telegraph Company.

What are they doing way up here in Alaska? They are temporarily working for Western Electric on the White Alice project. That's the name the U. S. Air Force has given the communication system we have contracted to build, linking Alaskan defense installations and cities. The presence of these telephone men on our Far North job proves again that Bell System know-how is pooled as required so a job may be done fast, accurately, efficiently – whether it is a defense job in Alaska, a restoration of telephone service in a hurricane's wake or a new central office in your own home town.

Western Electric, as the manufacturing and supply unit of the Bell System, backs up the Bell operating companies in what they do. Then at times, as on this White Alice job, they back us up. This is team play with one end in view: public service.

Western Electric

MANUFACTURING AND SUPPLY UNIT OF THE BELL SYSTEM

KOIN
your best
Radio
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Portland's Five Biggest Food Chains are long-term advertisers only on KOIN radio

Fred Meyer . .	22 years
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Profit proven by on-the-spot advertisers

KOIN Radio
Portland, Oregon
Represented Nationally by CBS Radio Spot Sales

AT&T Files Rate Schedule With Off-Air Savings of 17%

AT&T Long Lines Dept. has filed with the FCC a general tariff of rate charges for off-the-air service for tv stations. These average about 17% less than rates now in existence, AT&T said, and add up to about $42,000 in savings. The rates are based on three types of service depending on whether the interconnection is direct pickup, less than three or more than three-hop links. Rates start at $950 monthly for service plus $450 for terminal equipment and include termination charges if the service is cancelled before three years' use. Termination charges begin at $13,500 for service and $9,500 for terminal equipment. These become less each month until zero is reached at the end of 36 months.

The off-air service for tv stations was instituted by AT&T early in 1955, following complaints by many tv stations that the direct interconnected relay rates were prohibitive. The rates were tailored for each customer. It is understood that AT&T has about 15 tv stations using this service at present.

The new general tariff for the service has come about, AT&T said, because of two years' experience in setting charges under the case-by-case method.

Sen. Morse Raps Cancellation Of Eric Sevareid Commentary

CONCERN over CBS Radio's cancellation of Eric Sevareid's five-minute news commentary Feb. 6 [B•T, Feb. 11] was expressed last week by Sen. Wayne Morse (D-Ore.) in a statement made on the Senate floor. Sen. Morse referred to several instances where he felt newspapers have withheld information critical of U. S. foreign policy "shortcomings" and described the CBS action as another instance.

Mr. Sevareid's commentary, cancelled before broadcast by CBS as "editorializing," was critical of the State Dept.'s refusal to grant several U. S. newsmen passports to enter China. The proposed broadcast was printed in Bernie Harrison's radio-tv column in the *Washington Evening Star.*

Sen. Morse said withholding of information by newspapers is, in his opinion, "reprehensible," then added that the practice has "begun to crop up in another important medium of communication." He called CBS' action "amazing," and said that while he feels Mr. Sevareid is a "reputable and responsible reporter and newscaster . . . CBS executives exercised the blue pencil on him when it suited their purpose."

ASCAP Songwriters Seek Meeting With Sen. Magnuson

SONGWRITERS of America, a group of 33 ASCAP members which has had pending against BMI and broadcasters since November 1953 a suit asking $150 million damages, last week sought a conference with Chairman Warren G. Magnuson (D-Wash.) of the Senate Interstate & Foreign Commerce Committee, it was understood.

Sen. Magnuson, however, was on the West Coast and not available for such a conference. A committee staff member said he doubted if a conference would be held.

The Senate Commerce Committee since 1954 has been conducting an investigation of tv network practices, uhf-vhf allocations problems and the subscription tv question. It will issue separate reports on the three phases of the probe (see story page 27).

The SOA suit, which also asks disposal of broadcast-owned stock in BMI, charges broadcasters with entering into a conspiracy to keep all but BMI music off the air. Similar charges were aired by ASCAP members during hearings in New York last September by the House Antitrust Subcommittee, and were answered by BMI representatives.

Honolulu's Capacity to Support Fourth Television Outlet Argued

IN oral argument before the FCC last week, counsel for KULA-TV Honolulu, Hawaii, argued that Honolulu could not support a fourth tv station. KULA-TV had protested the grant of ch. 13 KHVH-TV there to industralist Henry Kaiser [AT DEADLINE, Jan. 7].

The protestant stated that, according to a Supreme Court ruling in the Sanders case, the Commission could not disregard economic protests, and asked that a hearing be held. KULA-TV also contended that the FCC has no authority to adopt a set policy regarding economic protests and that the Commission's own actions are contrary to its own policies, citing the current uhf deintermixture cases as basis for the statement.

KHVH-TV counsel argued that the question of economics should be decided by the public "in the market place." Counsel for the Broadcast Bureau recomended that the grant stand and the request for hearing be denied. FCC Chairman George C. McConnaughey was not present for the argument.

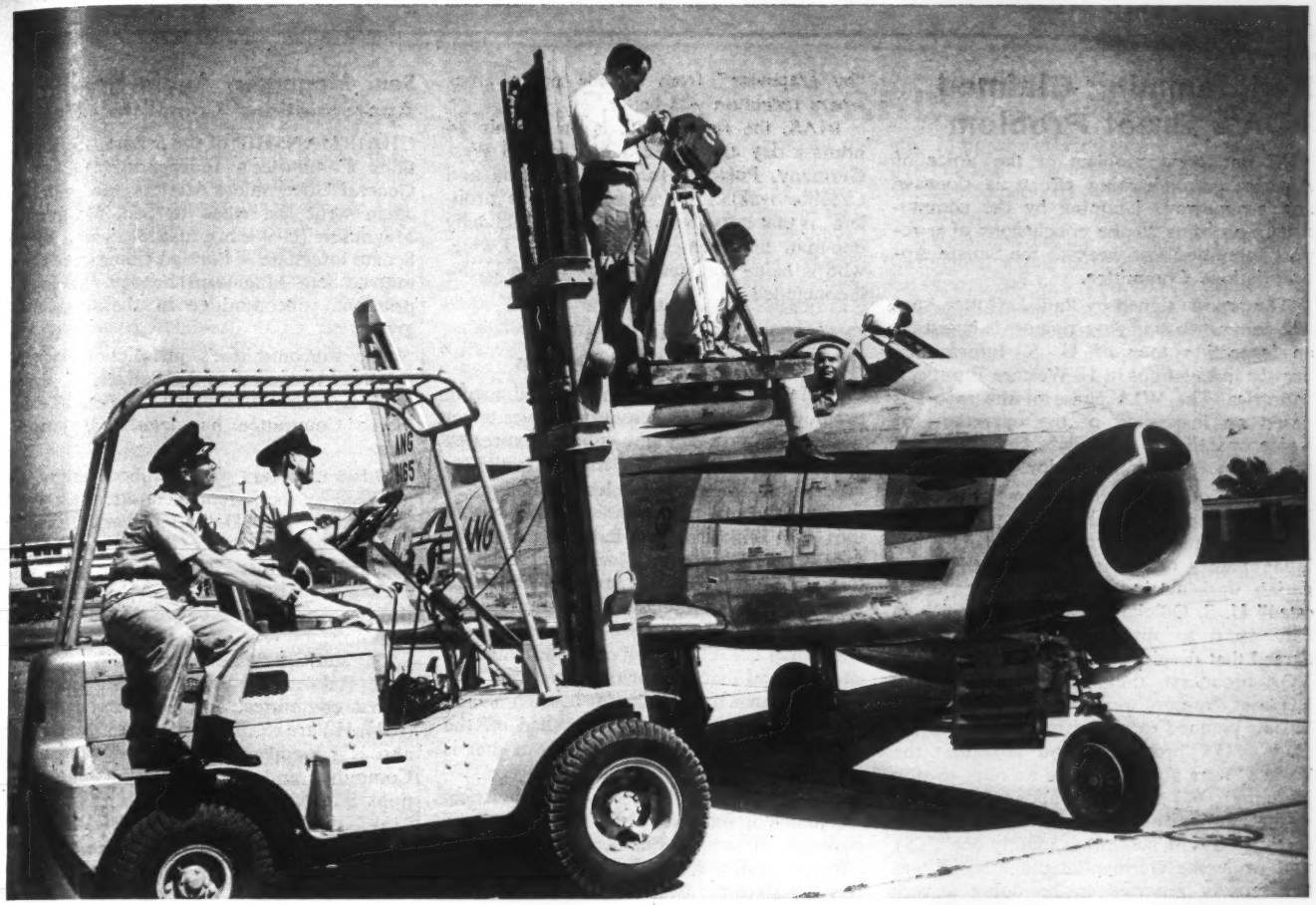
Solons Study Tv-Narcotics Bill

THE Washington State Legislature currently is studying a bill to prohibit the showing of a television program in which any of the principal actors or actresses has been convicted of a narcotics-law violation. The proposed bill would make showing of such a program a misdemeanor and would apply both to live and to filmed shows.

Sen. Perry Woodall of Toppenish (R) introduced the bill now in the State Senate, in the current biennial session, which is scheduled to end early next month.

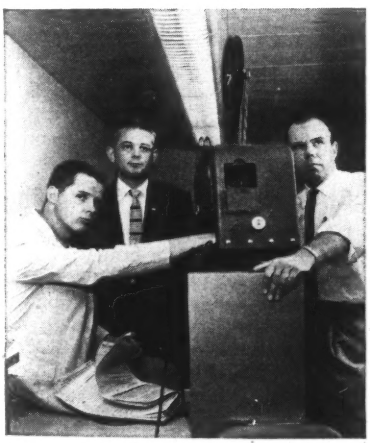
Airspace Panel Okays KOA Tower

THE Washington Airspace Panel has approved a 750 ft. above ground tower for KOA Denver, to be built, conditioned on FCC approval, at the south edge of Littleton, Colo., which is 10 miles southwest of Denver. The station's present 475 ft. above ground tower is 10 miles east of Denver and adjacent to the runways of a Naval air station. KOA plans to relocate the tower with the cooperation of the air station.



Pilot close-up with Earl H. Wells, Chief News Photographer, at the camera. Nelson Benton, News Editor, talks over the shot with Captain T. C. McNeil, Jr. (pilot), Commanding Officer of 156th Fighter Interceptor Squadron. At left, Major Robert W. Brooks, Maintenance Officer of N. C. Air National Guard, and Colonel William Payne, Commander of N. C. Air National Guard.

WBTV goes in close for prize-winning footage with Du Pont Motion Picture Film



Nelson Benton and Earl Wells look over some news footage with D. H. Billings, Du Pont Representative (center). Sharp, clear pictures are the rule with Du Pont film, and Mr. Wells states: "I'm sure we'll always be using it."

Du Pont film is an established favorite at WBTV, Charlotte, North Carolina—the largest TV station in the Carolinas. Their news cameramen have been using this film exclusively since 1954 when WBTV first turned to motion picture coverage. Cameraman Earl Wells, using Du Pont film, won first place in feature films, second and third place in news film in a recent Southern News Photographers' Contest.

"We can go just about anywhere and get good pictures with Du Pont films—indoors or out, day or night," says Television News Editor Nelson Benton. "We can rate Type 931 film as high as ASA 400 and Type 930 up to ASA 250 with satisfactory results." Mr. Benton also reports the station is using about 1,000 feet of Du Pont film daily.

Rapid processing is an important feature of Du Pont film. WBTV often processes 50-70 feet of film per minute at a temperature of 95°F. The station has been on the air with film 20 minutes after the actual news event. Why not take advantage of high-speed, easy-handling Du Pont films in *your* station? They'll give you the high-quality results you've always wanted.

FOR MORE INFORMATION, contact your nearest Du Pont Sales Office (listed below) or the Du Pont Company, Photo Products Department, Wilmington 98, Delaware. In Canada: Du Pont Company of Canada Limited, Toronto.

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...THROUGH CHEMISTRY

DU PONT MOTION PICTURE FILM

Red Jamming Claimed VOA's Great Problem

THE one great problem of the Voice of America's broadcasting efforts is skywave and groundwave jamming by the communists, according to the conclusions of a report submitted last week to the Senate Appropriations Committee.

The report, signed by Paul J. Cotter, special committee staff investigator, is based on an inspection tour of U. S. Information Service installations in 16 Western European countries. The VOA phase of the report is based on inspection of the operations of Voice operations at Munich, Germany, and the Berlin RIAS radio station.

Among other conclusions in the report: (1) there was "no suggestion" that the Voice was "agitating revolt or broadcasting other inflammatory propaganda" before the Hungarian uprising last fall; (2) that "interested" U. S. Officials meeting in Munich in July 1956 to discuss jamming problems agreed that despite reduced efficiency of the VOA broadcasts they should be continued; (3) that "rumors were picked up" that the Soviets planned to make fm-only sets to exclude VOA broadcasts and also that the Soviets "were about to make an offer to stop jamming"; (4) that "it is apparent that the whole picture" on VOA operations and effectiveness is "a somewhat muddy one"; (5) that while the German-language RIAS was "universally reported to be doing a very worthwhile job," the number of employes (511, of which seven are Americans) "presently appears to be excessive."

Staff Recommendations

The staff report recommended that (1) the "whole [VOA] situation" be analyzed and Congress informed whether it is "feasible to provide additional equipment to make VOA broadcasts or what is indicated in the circumstances" and (2) that the U. S. Information Agency, VOA parent organization, survey the RIAS operation to determine whether economies can be made without damaging effectiveness and staff morale and whether there is a "'proper balance" between American and local employes.

The report said VOA officials admitted jamming has become more effective in the past year and that some Voice officials think this due, in part, to letting the Communists "technically overtake" VOA with more and better facilities.

Programs "on numerous channels directed to the Soviet Union," monitored at Munich and two other peripheral stations, were "almost completely jammed by skywave," the report continues, although jamming was "not quite as effective or complete" on broadcasts to satellite countries.

The report said it was indicated at the July 1956 meeting of officials in Munich that groundwave jamming in the principal cities of Iron Curtain countries "almost completely blacked out VOA reception," but that "various sources" felt VOA program information was passed on to city dwellers "by grapevine" from outside urban areas where reception was better.

RIAS, the report said, is on the air 24 hours a day and is heard in East and West Germany, Poland, Hungary, Rumania and Czechoslovakia. But a "very serious problem" is that it has been under the "practically one-man management" of Gordon Ewing, who is being transferred back to the U. S., it concluded.

O'Meara Discounts Tv's Role In 1956 Presidential Election

WALTER O'MEARA, who headed media promotion for the Stevenson-Kefauver ticket in the 1956 presidential campaign expressed the view that "radio was more effective in its day than tv was in the last campaign."

Mr. O'Meara made known his views at the 1957 Wisconsin Journalism Institute at the U. of Wisconsin, Madison. There he discounted the role of tv in the election and said nothing could have changed the outcome.

"It may not reflect well on the intelligence and political maturity of the American people to say that millions resent it when a Jack Benny or Groucho Marx is pushed off the air for a presidential candidate. But that is exactly what happened," he said.

Mr. O'Meara told his Madison audience: "Actually, it seemed to me that newspaper coverage of the candidates' talks was more effective than the tv talks themselves. I am sure—despite the tv ratings—that the newspaper reporter reached more people. And perhaps more forcefully. There is an impact, an excitement and an importance about newspaper headlines that you just don't get on tv."

Mr. O'Meara was presented with a Wisconsin Award for Distinguished Service in Journalism.

Bill Would Bring Community Tv Under Mont. Public Utility Rule

A BILL to bring community television systems under state public utility regulation (S-184) has been introduced in the Montana legislature and a hearing was held last week.

The proposed legislation defines a public utility to include a "community antenna service or microwave service to companies furnishing community antenna service. . . ." It invests the Montana Public Service Commission with "full power of supervision, regulation and control of such utilities . . ."

The bill is in the form of an amendment to Section 70-103 of the Montana Code.

At the hearing, about 20 witnesses appeared in opposition and two witnesses favored passage.

Auxiliary (Ham) Network Asked

A BILL to authorize and help maintain an auxiliary network of amateur radio operators (hams) for military radio communications was introduced last week by Sens. Robert S. Kerr and A. S. Mike Monroney, both Democrats of Oklahoma. The bill (S 1163) is identical to a measure (HR 2242) proposed in the House by Rep. Tom Steed (D-Okla.) [B•T, Jan. 14].

Sen. Magnuson Again Heads Appropriations Committee Unit

CHAIRMANSHIP of the Senate Appropriations Committee's Independent Offices & General Government Matters Subcommittee again went last week to Sen. Warren G. Magnuson (D-Wash.), also chairman of the Senate Interstate & Foreign Commerce Committee. Sen. Magnuson headed the appropriations subcommittee in the 84th Congress.

The subcommittee's jurisdiction includes the FCC budget, plus the budgets of several other agencies over which the Senate Commerce Committee has legislative jurisdiction.

Other members of the subcommittee announced by the parent committee last week: Sens. Lister Hill (D-Ala.), Allen J. Ellender Sr. (D-La.), A. Willis Robertson (D-Va.), Richard B. Russell (D-Ga.), John L. McClellan (D-Ark.), Everett M. Dirksen (D-Ill.), Leverett Saltonstall (R-Mass.), William F. Knowland (R-Calif.), Karl E. Mundt (R-S. D.) and Charles E. Potter (R-Mich.). Sen. Carl Hayden (D-Ariz.), chairman of the parent committee, and Sen. Styles Bridges (R-N. H.) are ex-officio members. Sen. Potter also is a member of the Senate Commerce Committee and of the latter's Communications Subcommittee.

Commerce Dept. to Promote U. S. Industry Disaster Plans

DISASTER PLANNING by American industry, including electronics manufacturers, will be promoted by the Business & Defense Services Administration of the Dept. of Commerce under a program drawn up in Washington. Six electronic firms took part in the conference.

Medium and small-sized plants are to be brought into the program, which has been under way for three years. They will be shown how to arrange underground storage for records and plans, personnel shelter and rendevous points, material supplies and emergency lines of credit. Attending the meeting from the electronics industry were representatives of General Electric Co., Raytheon Mfg. Co., Sperry-Rand, Stromberg-Carlson, Western Electric Co. and Westinghouse Electric Corp.

Change Sought in Campaign Rules

LABOR organizations would be prohibited from expenditures in primaries and election campaigns for presidential, vice presidential, senatorial and congressional offices, under provisions of a bill (HR 3629) introduced by Rep. Edgar W. Hiestand (R-Calif.). The bill also would increase the legal ceiling for expenditures in a year by a national political committee from the present $3 million to around $12 million.

Tait Gets Senate Approval

THE nomination of Edward T. Tait, who has served under a recess appointment as a member of the Federal Trade Commission since Sept. 26, to the FTC was confirmed by the Senate last week.

Senate Subcommittee to Probe Status of Government Secrecy

THE SENATE Constitutional Rights Subcommittee will hold investigations on availability of government information to the public, Sen. Thomas C. Hennings Jr. (D-Mo.), chairman, has announced.

Sen. Hennings said the unit will investigate "secrecy in government" as it affects constitutional rights, particularly the "free press" guarantee of the First Amendment. The Senate voted the subcommittee $100,000 last week for its investigations this year.

He said the group had received a "deluge" of complaints from "responsible people and groups" complaining about the executive branch of government withholding public information. Undue secrecy has spread through government in the past decade, he indicated.

The House Government Operations Committee's Information Subcommittee held hearings last year on alleged withholding of government information from the public and Congress.

Jacksonville Ch. 12 Permittee Denies Withholding Information

FLORIDA-GEORGIA Tv Co. and 19% owner Harold Cohn denied withholding information from the FCC regarding Mr. Cohn's past associations while successfully winning a Jacksonville, Fla., ch. 12 tv grant.

In denying charges made by losing applicant Jacksonville Broadcasting Co. (WPDQ that city), which requested a stay of the grant and that the record be reopened [B•T, Jan. 28], Mr. Cohn told the FCC that it was a matter of public record that he was employed by two Jacksonville dog racing clubs in advertising, public relations and as chart writer for at least three years prior to 1950. Mr. Cohn said that this was parttime seasonal employment (90 days) and his principal occupation during this time was as a public relations counselor and operator of WRHC Jacksonville.

He said that he has "no knowledge of any illegal activities of Messrs. [W. H.] Johnston and [James J.] Patton," officers of the racing clubs. He said that the clubs were legitimate businesses licensed by the State of Florida.

To the charge that Florida-Georgia had made no substantial construction progress on its ch. 12 WFGA-TV, the petition stated that the permittee has spent approximately $200,000, and that a stay of the grant would result in large monetary losses.

FCC Extends Comments Deadline

FCC has extended to March 4 the deadline for comments on proposed rule-making to delete section of am rules providing extra protection from interference for stations providing a "unique program service." In proposing that the rule be deleted, the Commission said the provision is too vague and indefinite and originally set a deadline of Feb. 1 for comments [B•T, Jan. 7].

SALES DROP WORRIES TV MAKERS

AN UNEASINESS settled last week on tv set manufacturers.

In an apparent trend of gathering inventory since the first of the year, set makers are finding sagging receiver sales a problem.

Latest development was an announcement by General Electric Co. that it will furlough about 2,500 workers in its tv receiver department at Syracuse, N. Y., for seven working days beginning Feb. 21.

Other firms reporting production cutbacks in black-and-white sets were Emerson Radio & Phonograph Corp., Admiral Corp. and Motorola Inc. Reports varied, however, as to the extent of the production revision by each of the companies. Philco Corp., it was said, was keeping its production plans flexible, undecided whether or not it would put through cutbacks in receiver output and layoffs of personnel.

RCA, which reportedly had laid off several hundred workers in its black-and-white set manufacturing operation last December, has no plans for new layoffs. Its reduced level of production is being maintained.

Earlier this month, Benjamin Abrams, president of Emerson, had predicted an industry-wide cutback in the production of black-and-white receivers in the next few months because of poor sales [B•T, Feb. 11]. At a stockholders meeting, Mr. Abrams had described January as a month of very poor sales; the industry that month producing 25% more monochrome sets than it sold and leaving manufacturers with 100,000 more receivers on their hands than they had at the same time in 1956.

Last week, Mr. Abrams disclosed Emerson's output in January was one-third below last year's level and between 500 and 600 workers were affected. Admiral, which is adjusting its tv production schedule downward slightly, had not furloughed any workers. Motorola was reported in January to have laid off a couple hundred workers in addition to between 200 and 300 layoffs last December.

GE indicated that all of the 2,500 workers furloughed would be called back March 4. Another 1,200 had been laid off on Jan. 18 for an indefinite period. Of these 350 to 400 can be expected to be recalled on March 18 with the others expected back at work at a later date.

Tv Makers Facing Trying Times, Trust Firm Asserts in Article

TV SET manufacturers are facing their "most trying period" now since development of the television industry in 1946, with twin symptoms of over-production and decreased profit margins. But mass distribution of color receivers—"which is certain to be achieved sooner or later"—and other innovations represent hope for the industry.

This birds-eye-view of television is given by the Northern Trust Co.'s commercial banking department in the current February edition of its *Business Comment* publication.

The Chicago institution attributes manufacturers' present difficulties to popularity of portable tv receivers and failure of the color market to "develop as rapidly as industry spokesmen had hoped."

Admiral Raises Color Prices

ADMIRAL CORP. last Monday boosted suggested retail prices of all its color tv receivers $50, thus following action taken by RCA fortnight ago on some of its models [AT DEADLINE, Feb. 4].

Price boosts were announced by Ross D. Siragusa Jr., Admiral television sales manager, and attributed to higher component and production costs.

HOW far the electron tube has come in the 50 years since its birth is demonstrated by the Princeton Tube Collection now on display in the U. S. Dept. of Commerce lobby, Washington. At the opening of the month-long show which marks the tube's golden anniversary, Secretary of Commerce Sinclair Weeks holds Dr. Lee DeForest's original audion tube, patented in 1907. Howard E. Shrader of Princeton U., owner-originator of the collection (and wearing the electronic tie), holds a modern-day adaptation, a tv storage picture tube which retains a picture over a period of months. Jerome Taishoff, president of the firm cooperating in the presentation, Mycalex Corp. of America, New York, is at left. Comr. Robert C. Watson of the U. S. Patent Office stands next to Secretary Weeks. After leaving the Commerce lobby March 8, Mr. Shrader's exhibit will go to the IRE show in New York, March 18-21.

Sylvania '56 Sales Set Record, But Competition Cuts Earnings

SYLVANIA Electric Products Inc., New York, reported last week that 1956 net sales of $313,825,804 were highest in the 55-year history of the company, increasing from $307,371,315 in 1955. Net income however, was off.

Don G. Mitchell, board chairman and president, outlined Sylvania's financial picture in a letter to stockholders preceding issuance of the full annual report next month. He listed net income for 1956 at $13,706,189, equal to $4.03 per share of common stock, as against $13,812,970, equal to $4.29 per common share, in 1955. Mr. Mitchell said the "slight" dip in earnings from 1955 resulted from "unusually intensive competition in the television set business which affected both our volume and our operating results."

Tropospheric Scatter System To Be Developed, Tested By GE

A NEW single sideband tropospheric scatter system will be developed and tested at General Electric Co.'s technical products dept., which has been awarded a $4,594,905 contract by the U. S. Air Force Air Material Command, Wright-Patterson Air Force Base, Dayton, Ohio.

In announcing the contract last week, William J. Morlock, general manager of the GE department, described scatter as "over-the-horizon communications, and as a stepping stone to transoceanic telecasting." A mockup or prototype of the uhf system will be developed under the contract. It will comprise giant, high-powered antennas similar in appearance to lattice work on a huge billboard; high-power transmitters; klystron tubes; terminal equipment and related apparatus.

CHURCH HONORS FOLSOM

RCA's Frank Folsom is one of five Roman Catholic laymen of New York who have received the title of Private Chamberlain from Pope Pius XII, it was announced in New York last week by Francis Cardinal Spellman.

This was the first time since 1937 that members of the laity of the Roman Catholic Archdiocese of New York have been so honored. The title of Private Chamberlain, an office which is considered a part of the Pontifical household, is conferred upon selected persons to honor them for special service to the Catholic church. It was established among the clergy in the twelfth century and for layman in 1955. Mr. Folsom, RCA's president, became chairman of the executive committee at RCA on March 1.

SOMETHING NEW UNDER THE SUN

THERE'S a new portable radio on the market—priced at a tidy $150. It runs off the sun and is manufactured by Hoffman Electronics Corp.

And Admiral Corp. went its 1956 solar-motivated radio receiver one better last week when it announced development of the "world's first sun-power radio-phonograph."

Hoffman doesn't say so, but its solar portable is probably just the thing for those who frequent vacation places for the *haut monde* (like Acapulco, Nice or Majorca) where batteries can't be bought at the corner drugstore.

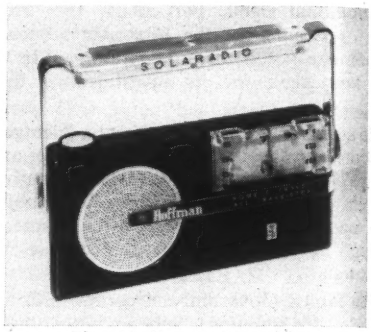
The transistorized portable is powered by four nickel, cadmium, pencil-sized flashlight AA batteries. It contains six transistors, and is enclosed in a plastic case which measures nine inches long, five inches high and one-and-a-half inches thick.

The 16 solar cells are encased in the carrying handle of the receiver. If exposed to the sun, or the rays of an electric light, they will recharge the batteries on a one-to-one ratio; i.e., for each hour of sunlight the batteries will recapture one hour of life. The batteries are estimated to have a normal use life of about 20 hours.

The Admiral experimental unit, valued at $5,000, was shown publicly for the first time at R. H. Macy's Music Festival in New York which started last Thursday. Announcement of the development was made in Chicago by John Huarisa, Admiral executive vice president.

The instrument includes a printed circuit radio and phono amplifier with seven transistors, plus a 48-cell battery valued at $1,000. Solar cells the size of a half dollar are attached to the cover of the cabinet.

Admiral pointed out it pioneered an experimental transistor unit in October 1955, and introduced it to the consumer market in April 1956. The radio retails for $69.95 and the lifetime sun power pack for an additional $185.



The Hoffman Portable

The record-player is adjustable to 45, 33 and 16-rpm speeds. The solar unit contains a switch for varying speed to compensate for changes in the intensity of sun or artificial light.

Without sun or incandescent light, the solar instrument may be powered by six recharageable standby batteries of flashlight size. The phonograph may be operated for two hours continuously and the radio for ten hours with the small cells.

CBS '56 SALES HIT ALL-TIME HIGH

CONSOLIDATED sales and profits of CBS Inc. for the fiscal year ended Dec. 29, 1956 hit "all-time highs," with sales approximating $354 million and profits $16,283,000.

In announcing 1956 financial figures last week during a board meeting, CBS Board Chairman William S. Paley noted that the year's profits were 21.5% over 1955's earnings of $13,397,000, and sales were 12% higher than the $316,573,000 in 1955. Per share earnings, Mr. Paley said, were $2.17 in 1956, as compared with $1.83 in the previous year.

Mr. Paley observed that in July 1956, CBS Inc. discontinued its radio and television receiver manufacturing division, CBS-Columbia, which had been "unprofitable in recent years." He said that 1956 figures of the corporation were computed after providing for all expenses and losses related to the discontinuance of CBS-Columbia, including losses on disposal of plant facilities. Such special provisions, Mr. Paley reported, approximated $0.41 per share after applicable tax credits.

During the meeting, the CBS Inc. board declared a cash dividend of $.25 per share on its class A and class B stock, payable March 8, 1957, to stockholders of record at the close of business on Feb. 21, 1957. Arthur L. Chapman, recently named president of CBS-Hytron, tube manufacturing division, was elected a vice president and a director of CBS Inc. at the meeting. The board also elected Thomas K. Fisher, vice president and general attorney for CBS-TV and Mrs. Geraldine B. Zorbaugh, vice president and general attorney for CBS Radio, as assistant secretaries.

Electronics Show Seeks Papers

GENERAL call for papers to be delivered at the technical sessions of the 1957 Western Electronic Show and Convention, to be held Aug. 20-23 at the Cow Palace, San Francisco, has been issued by D. A. Watkins, chairman of the technical program committee. Authors wishing to present papers should send brief abstracts of from 100 to 200 words, together with complete texts of more detailed summaries, to Mr. Watkins at Stanford Electronic Laboratories, Stanford U., Stanford, Calif., before May 1. Notice of selection will be given by June 1.

Efficient Use of Engineers Urged at Management Session

CONTINUING shortage of engineers makes it imperative for management to increase their skills and use their services more effectively, an RCA executive told the American Management Assn. in Chicago Thursday. Problems of directing industry's engineering efforts are of "paramount importance," Harry Krieger Jr. RCA administrator for engineering personnel relations, told an AMA mid-winter conference at the Palmer House.

Ratio of engineers to all U. S. employes has jumped from one to 200 to one to 60, notwithstanding reports of a short supply of technical help, and management is prone to blame itself for not utilizing their talents effciently, he said, with shortages felt in electronics and other fields.

MANUFACTURING PEOPLE

John G. Brooks, president, Siegeler Corp., and **Pierpont M. Hamilton,** Maj. Gen. in USAF Reserves, Santa Barbara, Calif., elected to board of directors of Unitronics Corp., N. Y.

Fred Kaplan, art director, Dan B. Miner Co., Los Angeles, and **Sherman Slade,** account executive, elected to company's board of directors.

Arthur E. Davis, Alfred W. Preskill and **Alex Brodsky,** Allied Radio Corp., Chicago, elected vice presidents.

Colonel Forrest W. Donkin, USAF now deputy commander of Army Airways Communications System, to Page Communications Engineers Inc., Washington, as vice president and director of operations.

John Scales, engineering department, ABC, Hollywood, to O'Brien Electric Corp., same city, as vice president.

O. Lee Ballengee Jr., eastern district sales manager, CBS-Hytron, Danvers, Mass., named regional equipment sales manager in midwest.

Wesley E. Wood, Cathode-Ray tube division, Allen B. Dumont Labs, Clifton, N. J., **Harold H. Hart Jr.,** systems engineer, Bonnar Vawter Inc., N. Y., and **Donald D. Hitchcock,** midwest branch sales manager, Anchor Post Products Inc., Baltimore, named regional sales managers for Dumont's factory sales department.

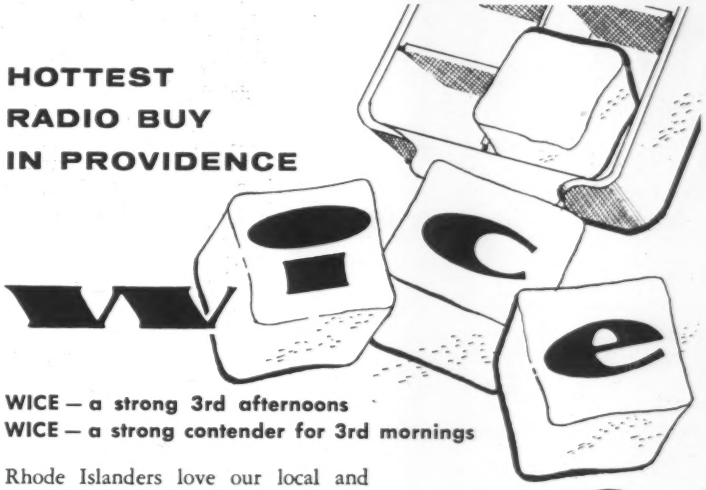
John E. Lau, formerly merchandising manager, Crosley Bendix Corp., distribution division, Chicago, to Sylvania Electric Products Inc., N. Y., as sales promotion manager for radio-tv division.

John Hubeny promoted from cost and mechanized accounting manager to assistant comptroller of Motorola Inc., Chicago.

Charles W. Shaw, assistant to vice president of marketing, Sylvania Electric Products, N. Y., retired Jan. 31.

W. J. Halligan Sr., president and board chairman, Hallicrafters Co., Chicago, elected to board of directors, Veteran Wireless Operators Assn.

HOTTEST
RADIO BUY
IN PROVIDENCE



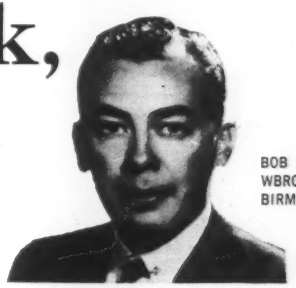
WICE — a strong 3rd afternoons
WICE — a strong contender for 3rd mornings

Rhode Islanders love our local and national news coverage, go for our "more music" policy, think their independent Elliot station is great. So do the sponsors. Check Hooper . . . ask your JEPCO man!

more MUSIC
more NEWS
more OFTEN

The ELLIOT STATIONS
great independents · good neighbors
TIM ELLIOT, President
Akron, Ohio - WCUE / WICE - Providence, R. I.
The John E. Pearson Co., National Representatives

good
work,
Bob



BOB KERNS
WBRC-TV,
BIRMINGHAM

CODE 3 earned a 15.5%* rating
on your station.
Sponsor: Miller High Life

for your market availabilities,
call, write or wire
ABC Film Syndication,
1501 Broadway, New York • LA 4-5050

Networks, AFTRA Sign Two-Year Pact

AMERICAN Federation of Television & Radio Artists reported last week that its new two-year contract with radio and tv networks which had been drawn up last November [B•T, Nov. 19, 1956] finally was signed by network and producer signatories.

Though networks and AFTRA had agreed in substance on terms of the contract three months ago, according to a union spokesman, the signing was delayed to Feb. 7 because a difference of opinion by NBC on station break pay. The contract was signed retroactive to Nov. 16, 1956.

The most single important provision in the contract from AFTRA's viewpoint was the setting up of pension and welfare benefits to radio performers, similar to a plan established for tv artists in the 1954 pact. Under terms of the contract, producers will pay into the fund 5% of the gross compensation due each radio performer.

The contract also provides for increases to performers, averaging out to about 10%. Made part of the contract was the "clarification agreement" signed by the union and networks last March, which, in essence, gave AFTRA jurisdiction over taped network programs. At the time of the clarification agreement, the Screen Actors Guild disputed AFTRA's claim to control over tape.

Meanwhile, a resolution was filed last week with the New York chapter of AFTRA which would forbid a union officer from "having, representing or being affiliated with financial interests that are in conflict with the union." The resolution noted that an AFL-CIO code of ethics adopted Jan. 31 in Miami Beach stated that "no responsible union official should own or have a substantial business interest in any business enterprise with which his union bargains collectively." The resolution will be included on the agenda of the next membership meeting on March 11. Though it made no mention of the conflict of interest it intended to eliminate, the resolution apparently is aimed at a union officer who may have a financial interest in a program packaging company or is affiliated with its management side.

Four-Month Strike Ended At WKBN-AM-TV Youngstown

STRIKING IBEW and NABET employes at WKBN-AM-TV Youngstown, Ohio, were back on the job last Monday following a walkout that began Oct. 21. The stations' only loss of time during this period occurred Dec. 15 when Warren P. Williamson, president-general manager, and Stu Wilson, farm director, were attacked and beaten as they tried to enter the station [B•T, Dec. 24, 1956, Jan. 7]. Picketing was controlled by court order after the attack.

Under terms of three-year contracts, cost-of-living pay adjustments, holiday overtime, modified union shop and sick benefits are provided. IBEW represents technicians with NABET representing announcers, floormen, cameramen, news personnel and tv directors. Engineers and announcers have an $80 weekly starting scale that rises to $112 after five years. Newsmen get $5 more.

In Chicago, George W. Smith, international NABET president, said, "The final settlement of this strike is positive proof that, despite overwhelming odds, labor unions can, through their combined efforts, obtain fair contracts."

He emphasized that NABET received support of "all organized labor in that area," including funds to present its position on a tv program earlier this year. The new three-year pact, he said, means its members will receive $10 more than non-licensed engineers at other stations in the same area. Its directors now can handle equipment but IBEW maintains "engineering jurisdiction," he added. Terms were said to be the same as for WFMJ-AM-TV Youngstown.

CBS Radio-Tv News Editors Join Writers Guild in N. Y.

WRITERS Guild of America East announced last week that news editors in the CBS Radio and CBS-TV newsrooms have elected the Guild as their exclusive bargaining agent. Contract talks with CBS are to begin shortly, a union spokesman said.

WGAE currently holds contracts with all network news writers in New York. A Guild official said NBC has a system under which news copy is written and edited by the writers who are Guild members. ABC news editors, he said, are not covered by a Guild contract. He added that CBS and ABC editors were members of the Guild but were eliminated from contract coverage several years ago by NLRB. The Guild now has organized a separate unit for CBS.

Further Radio-Tv Plans Made For March Red Cross Drive

MR. McGoo and Gerald McBoing Boing, through the courtesy of UPA and Columbia Pictures, have joined the Red Cross in tv spots to be used by stations for the National Red Cross drive which will be launched Feb. 28.

Norman H. Strouse, president of J. Walter Thompson Co., New York, is chairman of the Public Information Committee, 1957 Fund Campaign, and G. W. (Johnny) Johnstone, public relations director of National Assn. of Manufacturers, is the chairman of the Radio-Tv Bureau. Hope Lawder Ritchie is director of radio-television at Red Cross in New York. E. Roland Harriman is national chairman of the American Red Cross and the annual drive.

On Feb. 28 President Eisenhower's message will be made available to radio and television stations. Additionally for the month of March—the traditional Red Cross month—scripts, program inserts, spot announcements, (including Mr. McGoo and Gerald McBoing Boing and appeals by Tab Hunter and others), features and human interest stories will be forwarded weekly to program directors and commentators.

Material may be obtained through Miss Ritchie at American Red Cross, 315 Lexington Ave., New York.

Welch, McConnaughey to Address Boston Public Service Meeting

JOSEPH N. WELCH, Boston attorney who served as counsel for the U. S. Army in the Army-Sen. Joseph McCarthy hearings, will address the broadcast industry's three-day conference on local public service programming to be held in Boston Feb. 27-March 1 under the auspices of the Westinghouse Broadcasting Co., it was announced last week by Donald H. McGannon, WBC president.

Mr. Welch will be principal speaker at the Thursday night dinner session at the Hotel Statler. FCC Chairman George McConnaughey will be speaker at the Thursday luncheon meeting of the three-day session, which will be attended by representatives of approximately 100 radio and television stations across the country, as well as by prominent educators and people in public life [B•T, Feb. 4].

Jail Term Benefits Red Cross

MARK AVERY, WTOB Winston-Salem, N. C., disc jockey, served a 10-hour jail sentence until listeners bailed him out with clothing donations to Hungarian relief. The Red Cross had been unable to fill its quota, but the WTOB stunt turned the trick. The station first announced that Mr. Avery was in jail. Before an explanation was made, several listeners had gone to the jail and offered to put up bond. Quick response followed announcements that his imprisonment would last until the quota was filled, and Mr. Avery was a free man by late afternoon.

ALVAREZ SUIT ASKS $10 MILLION TOTAL

- **Answers suits by associates**
- **Imbroglio now in U. S. Court**

MARIA HELEN ALVAREZ, a principal in KFMB-AM-TV San Diego, Calif., and other enterprises, last week asked $10 million damages from her associates and their business firms. Mrs. Alvarez filed an anwer and counterclaim in U. S. District Court, San Diego, following action filed against her in State Superior Court by the other parties to recover money paid her as an officer. The latest in the series of actions involving the parties was filed in federal court because of diversity of citizenship.

A second action againt Mrs. Alvarez was filed in Los Angeles Jan. 11 by John D. Wrather Jr., president and 39% stockholder in Wrather-Alvarez Broadcasting Co. (KFMB-AM-TV, etc.) and his mother, Mrs. Marie Wrather. Mrs. Alvarez also is 39% stockholder of the broadcast company. The second suit charged Mrs. Alvarez with concealing a confidential relationship with John T. Hill, one of the former owners of KOTV (TV) Tulsa, Okla.

In the latest suit Mrs. Alvarez denies the charge and claims she was not married to Mr. Hill at the time she negotiated a series of business contracts with Mr. Wrather.

Mrs. Alvarez' latest suit names, besides Mr. Wrather and his mother, the broadcasting company; Edward Petry & Co., 22% stockholder in the company; Wrather-Alvarez Hotels (Disneyland Hotel); George E. Whitney, vice president of the broadcast company and KFMB-TV general manager; Sherman E. Harris, executive of Disneyland Hotel; Wrather-Alvarez Realty Corp.; Monte E. Livingston and several other partners in the law firm of Kaplan, Livingston, Goodwin & Berkowitz, and Walter E. Heller & Co.

In a series of fraudulent negotiations, Mrs. Alvarez charges, money was borrowed at 10% interest by the hotel corporation. Irregular withdrawals of money from the broadcast company are alleged, with Edward Petry & Co. mentioned among those said to have made secret profits.

Mrs. Alvarez contends the parties conspired to induce her to sell her broadcasting stock. Her complaint says, "The president of Edward Petry & Company, the said Edward Petry, had prior to the effecting of such secret agreements, proposed to the said Maria Helen Alvarez that she become party to an agreement to remove the defendant John D. Wrather Jr. as president of the said Wrather-Alvarez Broadcasting Inc. and that the said Edward Petry & Company be given such a 10-year representation contract." When Mrs. Alvarez refused the proposition, it is stated, the contending parties drew up the secret agreements against her.

Charges are made in the action that Mr. Livingston conspired with Mr. Wrather in negotiations, that false corporation minutes were compiled and that minutes were drafted for meetings never held. After refusing to sell her broadcasting stock, Mrs. Alvarez alleges, she was removed as vice president and her salary ended. Mr. Whitney was elected vice president.

In the earlier suit against Mrs. Alvarez, the Wrathers asked $1,250,000. They said they owned a half interest in KOTV (TV) Tulsa, having bought a 70% interest in 1952 when Mrs. Alvarez and Mr. Hill each owned 15%. The Wrathers said an agreement to give Mrs. Alvarez and Mr. Hill jointly 50% interest if they remained in active management of the business fell through and the Wrathers agreed to pay Mr. Hill $400,000 for his share, with Mrs. Alvarez getting an additional 35%. The Wrathers contended a conspiracy existed between Mrs. Alvarez and Mr. Hill.

WMBR-AM-TV PULLS OFF NEWS COUP

CLOSE cooperation between newsmen of WMBR-AM-TV Jacksonville and Duval County law enforcement officials enabled the station to bring an unusual type of crime coverage to its viewers in the breaking up of what the officials believed to be a state-wide baby-selling ring.

The liaison between the police officials and newsmen from the stations is part of a newly-adopted program of cooperative effort instituted by Duval County Sheriff Al Cahill and is claimed to be one of the few instances in the county of such teamwork between law enforcement officials and newsmen.

The baby-selling case broke when a private detective in Jacksonville tipped off police that a couple living in a trailer camp nearby had offered to sell their newborn baby. Police called in Bill Grove, news director for WMBR-AM-TV, and arrangements were made to pick up the couple, WMBR reported. A go-between was selected to arrange for the sale. Later the baby was "borrowed", ostensibly to be shown to a prospective buyer, but was photographed and fingerprinted for indentification purposes. The following day the go-between returned and paid off the couple with $1,500 in marked bills. Police moved in and made the arrest when the go-between left.

While all this was going on, newsmen from WMBR-TV had been shooting newsreel and still pictures of the entire affair from the back of an unmarked panel truck and the exclusive story was shown on WMBR-TV, the station related.

The couple involved, identified as Robert M. Scott, 24, and his wife, Phillis, 18, were tried Jan. 23 in criminal court and found guilty. WMBR pictures and film were used as evidence in the trial.

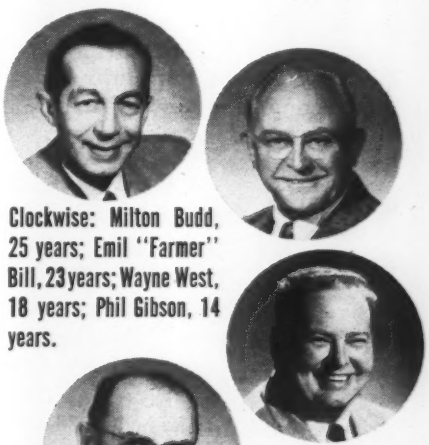
Although this type of collaboration between civic officials and radio and tv newsmen has been tried at various times before, it is the first time in Duval County that the two groups have worked together.

Obviously OUTSTANDING . . .

There's no substitute for experience—and only WMBD has the know-how of 30 years for superior sales results!

People Make the Difference

You get sales results from personal contact. In selling, there is no substitute for that personal contact. These are some of the WMBD personalities who sell the Peoriarea.



Clockwise: Milton Budd, 25 years; Emil "Farmer" Bill, 23 years; Wayne West, 18 years; Phil Gibson, 14 years.

WMBD
PEORIA
CBS RADIO NETWORK • 5000 WATTS
Peters, Griffin, Woodward, Inc., Nat'l Reps.

An Open Letter To

JAKE EMBRY

Thanks for a wonderful two years. It was not easy to quit a disc-jockey job at W-I-T-H, especially one that paid so much. The increase in ratings during my stay, the public response to the work we did, the acceptance by so many advertisers . . . all of these made my decision harder.

The real reason for my leaving is the feeling that now's the time for me to make a down payment on my family's future. Old disc-jockeys are a dreg on the market, but experienced inside men with ideas are the lifeblood of our business. They make money for people and win friends for stations and networks.

My ten years of administrative experience has been in creative programming and public relations — both in television and radio. I'm 31, happily married, and allergic to idleness.

Somewhere there must be a broadcasting operation with growth curve pointing upward which can use my thoughts, experience, and hustle to spur that growth.

I'm ready.

Sincerely,
Joel Chaseman

P.S. Thanks again, Jake, for the chance to try major station disc-jockeying. Learning the W-I-T-H operation from the inside was an education, and my respect and admiration for you and your staff is boundless. My best to all those nice people.

NOTE— If you'd like to find out more about me, I live at 3803 Clarks Lane, Baltimore 15, my phone is ROgers 4-2649. I've agreed to hold the fort at W-I-T-H until February 23.

VIEWING the "golden apple" symbol for Beautyrama Productions, are officials of KCMO-AM-FM-TV Kansas City after they signed a contract with the Retail Druggists of Kansas City, through Beautyrama, to present a new weekly film series—*Gold Award Theatre*—on ch. 5 KCMO-TV every Friday and Saturday. L to r: Lee Marts, KCMO-TV local sales manager; Russell Farnsworth, account executive for Allmayer, Fox & Reskin Agency Inc., and E. K. Hartenbower, general manager of KCMO-AM-FM. Featuring "Products for Health and Beauty," the *Gold Award Theatre* series is composed of films from MGM library.

Paul Wilson to Head New Young Subsidiary

FORMATION of a new subsidiary, Young Representatives Inc., and appointment of Paul S. Wilson to head it, are being announced today (Monday) by Adam Young Inc., New York, radio station representative [AT DEADLINE, Feb. 4].

MR. WILSON

Young Representatives has been organized to meet the requirements of leading stations in markets which rank below the top 50 but within the first 100. The Young organization feels such stations can best be sold by specialization and "tailor-made representation." Adam Young Inc. will continue to represent stations in the top 50 markets. Thus, the latter company and the new firm in effect will provide two specialized sales staffs.

Mr. Wilson has been in radio sales and with Young for 12 years. The subsidiary will be located at 3 E. 54th St. where the other Young companies are located. Also owned are Young Television Corp.; Young International and Canadian Station Representatives.

Brines, McFall Elected V. P.'s

ELECTION of Paul C. Brines as a vice president of Truth Publishing Co. (WTRC-AM-FM and WSJV [TV] Elkhart, Ind.) has been announced by John F. Dille Jr., president. Mr. Brines is general manager of the company's radio-tv operations. At the same time it was announced that Don McFall, WTRC station manager, had been elected vice president of Truth Radio Corp., radio subsidiary of Truth Publishing. Truth Publishing last week filed for FCC approval of its 60% purchase of WKJG-AM-TV Fort Wayne (see story, page 76).

WSTV, Friendly Open in N. Y.

WSTV Inc. and The Friendly Group Friday announced opening of new national sales office under Rod Gibson at 487 Park Ave., New York 22. Telephone number is Plaza 3-0277. Stations in group are WSTV-AM-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBMS Boston and WPIT Pittsburgh.

KFXM's Dexheimer Resigning

PHIL DEXHEIMER has resigned as president and general manager of KFXM San Bernardino, Calif., and is selling his interest in the station to the other stockholders. He will announce his future plans April 1.

SMOKE pours forth from a display sign advertising recent launching by WFAA Dallas of its new NBC Radio "Hot Line" news promotion at a luncheon at the Statler Hilton Hotel, Dallas, for more than 200 Dallas-Fort Worth advertisers, agency officials and radio set distributors. Among those at the recent luncheon were (l to r) Robert Tripp, news director of WFAA-AM-TV; Karl Lambertz, the radio station mangager; George A. Graham Jr., NBC's director of radio supporting services, and Alex Keese, director of WFAA-AM-TV properties.

OKLAHOMA JUDGES' CONSENSUS: OPEN COURTROOM DOORS TO TV

OKLAHOMA trial judges who have had some experience with live or film tv coverage of court proceedings are predominantly in favor of this type of reporting, according to a survey conducted by Sherman P. Lawton, U. of Oklahoma coordinator of broadcasting instruction.

In analyzing the opinions of judges and practicing attorneys in the state, Dr. Lawton had replies from 300 attorneys, 27 district judges and three justices of the peace. Opinions were obtained also on still and motion picture photography.

Of the Oklahoma judges with experience in pictorial trial coverage, 77.7% favored some permission of live courtroom television, 83.2% favored some motion picture coverage and 77.1% favored still photography.

The survey showed that 58.2% of attorneys who have had experience with pictorial courtroom coverage favor some permission of live tv reporting, 58% favor motion picture coverage and 61.7% favor still photography.

Of judges lacking experience with pictorial courtroom photography, 52.3% favor tv, 49.9% favor motion picture and 50.0% favor still photography. Of attorneys lacking experience with pictorial courtroom reporting, 36% favor tv, 38.1% favor motion picture and 38% favor still photography.

Differences in Findings

The survey results were described as "in sharp contrast to a poll taken recently on attitudes of lawyers, judges, editors and academic criminologists toward Canon 35." This survey, based on a poll of one person in each profession from each of the states and territories, concluded that those in favor of allowing courtroom photography were: Lawyers, 10%; Criminologists, 28%; editors, 97% and judges 5% [B•T, Jan 28].

Dr. Lawton said that since Oklahoma has had experience with courtroom photography "it is possible that this experience might have led to an attitude of relative tolerance toward such photography on the part of the legal profession in Oklahoma." In late 1953 WKY-TV Oklahoma City covered a district court trial by tv news film, a historic precedent. Since that time the station has covered over 100 court actions.

The Lawton survey quotes Bob Gamble, WKY-AM-TV news director, as saying that not a single complaint was received from any member of the legal profession or the general public on the station's finished presentations. He added, "In fact, numerous testimonials encouraging television coverage came from Oklahoma attorneys and jurists."

In Wagoner, Okla., District Judge Glen O. Morris overruled a defendant's objection to television news film coverage of a conspiracy trial, the first time a judge in the state had acted in such positive manner toward the aims of television journalism.

In summarizing the survey figures, Dr. Lawton said up to 83.2% of the trial judges and up to 58% of the practicing attorneys in Oklahoma are favorably inclined toward tv news film coverage of court proceedings.

Some of the attitudes voiced on behalf of visual reporting by the judges and attorneys follow:

√ "The rights of the accused are more likely to be preserved. There is less short-circuiting by the bench; there is less short-cutting and sharp practice by attorneys; the eye of the public is discerning."

√ "The right of the accused to a public trial cannot be defined to include only the public which can be crowded into a courtroom; such a limitation by definition is counter to our form of justice."

√ "The right of free press is implicit. Radio, motion pictures and tv share this right as well as newspapers. Tv is simply another news medium; since so many people rely on tv for news, it has become increasingly important."

√ "Abstractly, justice is aided by accuracy. Pictures are accurate and truthful, and can correct prejudices built up by advance newspaper 'trial in the press'."

√ "Silent equipment, efficient procedures and no added lighting make it possible to do photographic pick-ups with no disturbance of procedures."

√ "A court proceeding is essentially dramatic, so a dramatic effect is basically truthful."

Here are some of the arguments against visual courtroom reporting:

√ "Courtroom photography is distracting to the judge, witnesses, and jury."

√ "Such photography might, by selection, emphasis, or over-emphasis, create a 'trial by the public' instead of a public trial."

√ "Photography is often used as publicity or political advertising for judges, attorneys, one side of the case and broadcasters."

√ "Pictures are inherently selective, and it is therefore impossible to get an honest, fair presentation of a whole proceedings."

√ "Court proceedings are open to the public if they want to come; nothing is added by taking the pictures 'to the people'."

√ "Such photography tends to make a 'show' of a case, instead of a solemn, serious occasion."

WBKB, WBBM-TV Move Studios

TWO leading theatres in Chicago are being abandoned as tv studio facilities. The Garrick, which was converted from a movie house for about $250,000 in 1951, and subsequently used by WBKB (TV) and WBBM-TV that city, will be turned again into a first-run motion picture theatre by Balaban & Katz Corp. Civic Theatre will be abandoned by ABC Chicago as a tv studio after April 1 when the network and WBKB transfer operations to the State-Lake Bldg. at 190 N. State.

DISCUSSING the recently-initiated advertising campaign for WBNS-TV Columbus, Ohio, which will include double-page ads in *Fortune, The New Yorker* and BROADCASTING • TELECASTING, are station, television and agency officials at a luncheon meeting in New York Feb. 8. L to r: Jack Denninger, eastern sales manager for Blair Tv; Stan Pulver, radio and tv director for Lever Bros.; John Corbett Jr., Maurice Mullay Inc., agency handling the buy; Pete Cash, president of TvB; Bill Weldon, president of Blair Tv, and Robert D. Thomas, WBNS-TV sales director. The station's latest ad campaign was kicked off Feb. 8 [B•T, Feb. 11] with a schedule of 10-second ID's running four days on WCBS-TV New York, calling attention of New York City area residents to the promotion.

Oklahoma A&M Cage Games Sponsored by Alumni on KVOO

ALUMNI of Oklahoma A & M are sponsoring the school's basketball games over KVOO Tulsa.

The station sold the play-by-play coverage for "some $10,000," it was announced. The money was raised by public subscription. Fourteen small stations in the area also are carrying the games.

Commercials are institutional, with the school's facilities being covered by informal statistics and information. Sports Director Hal O'Halloran initiated the move.

New Spot Bonus at WRCA-TV

IN AN effort to attract new-to-tv advertisers, WRCA-TV New York reportedly is offering a unique plan that in effect would give the purchaser of a 20-second spot in Class AAA time (8-10:30 p.m.) a bonus of nine additional 20-second spots spread in daytime where availabilities exist. Price for the AAA spot: $2,300. This Class AAA spot buy can be bumped (pre-emptable on 30 days' notice) by another advertiser, however, if the latter is not taking part in the bonus plan.

WHAS-AM-TV Covers Big Flood; Anniversary Programs Timely

AS programs commemorating the 1937 flood in Louisville, Ky., were being prepared and broadcast by WHAS and WHAS-TV there early this month, watery disaster—present tense—came to the eastern part of the state.

Station newsmen sped to the area by plane, and the first WHAS-TV newsreel left on one of the last planes able to get out before all were grounded. Subsequent film and tapes reached the stations, 150 miles away, by Army convoy, motorists and state police. In Louisville station personnel worked overtime during the six days of the emergency, telephoning, monitoring ham radio reports from areas without phone lines, and preparing detailed coverage of the flood.

Result of the all-out effort was that WHAS radio and tv reports were able to offer considerably more detail than wire service and other sources. To cover the tragedy that left 15,000 Kentuckians homeless, WHAS newsmen travelled some 2,500 miles.

WGAY Official to Afghanistan

JOSEPH L. BRECHNER, general manager of WGAY Silver Spring, Md., will serve next month as radio advisor on community activities to Radio Kabul in Afghanistan, it was announced last week. The Afghan government requested Mr. Brechner's visit through the American Embassy in Kabul, and he is being sent under the Leaders Specialists division program, International Educational Exchange Service, U. S. Department of State. Last year, WGAY was host to a visiting Afghanistan exchange student —Abdul Hak Waleh, program director of Radio Kabul.

KXOK St. Louis to Discontinue Its ABC Affiliation This Spring

KXOK St. Louis will discontinue its affiliation with ABC early this spring, Elzey Roberts Jr., president of KXOK Broadcasting Inc., announced last week.

Mr. Roberts said "this decision is based on a desire to better serve regional interests and preferences of KXOK's audience in metropolitan St. Louis and the seven states of the Mid-American area. It will enable KXOK to devote more time to local and regional news coverage, musical entertainment, and public service."

Since its broadcasting debut in 1938, the station has been honored by numerous national, regional and local organizations for local public interest radio programs, Mr. Roberts noted.

Fire Destroys WPAR Facilities; Station Quickly Returns to Air

FIRE destroyed facilities of WPAR Parkersburg, W. Va., Feb. 9, causing an estimated damage of $250,000. The station however, was off the air for only an hour and 10 minutes even though the building which housed the studios was virtually a total loss.

With borrowed equipment and Chesapeake and Potomac Telephone company aid, the station functioned from its transmitter. New offices and studios were established the next day, for the time being, in midtown Parkersburg.

Cause of the fire was not fully established. The broadcasting company was fully insured, it was reported.

WING Lauds Network Stations

WING Dayton, Ohio, an ABC affiliate, pulled out all the stops in its praise of network stations by running a laudatory ad last week in a hometown newspaper.

The 6x10 inch ad praised network stations as being able to provide immediate national and international news; comedy and drama shows from New York, Chicago and Hollywood; top sports events from over the world; live concert, opera and show music, and many other forms of entertainment.

LASSEN LEAVES KOL

FOR THE first season in 26 years, Leo Lassen, veteran Northwest baseball announcer, will not broadcast Seattle Rainier games this year for station KOL.

Mr. Lassen resigned from KOL earlier this month, reportedly in disagreement with station officials over a 1957 salary contract. His resignation ended one of the longest sports broadcasting tenures in the nation.

Archie Taft, general manager of KOL, said that Rod Belcher, Seattle sports announcer for the past five years, and an unnamed second man—"probably a former Rainier baseball player"—will broadcast this season's Seattle baseball games.

WSVA-AM-FM-TV Harrisonburg Names Johnson Sales Manager

THE appointment of Richard Johnson as sales manager, WSVA-AM-FM-TV Harrisonburg, Va., effective immediately, was announced last week by Hamilton Shea, president and general manager.

MR. JOHNSON

Nat Royster, formerly in the sales department has been promoted to manager of station relations, promotion and advertising and Lee Dechert, announcer, was named to the post of local sales manager.

William D. Lydle has been added to the sales staff and Early Weekley has been named director of transcription and record library.

Dr. John Elward Brown Sr., Station Owner-Educator, Dies

DR. John Elward Brown Sr., 77, owner of stations KUOA-AM-FM Siloam Springs, Ark.; KGER Long Beach, Calif.; KOME Tulsa, Okla., and educator who founded his own university at Siloam Springs, died last week (Feb. 13) at his Long Beach home.

Dr. Brown's death followed a recent three weeks hospital confinement for a broken leg suffered Jan. 12.

A native of Oskaloosa, Iowa, the educator founded the co-educational John Brown University in 1919. Later he established or purchased four California schools—the Brown Military Academy at nearby San Diego, the Brown School for Girls at Glendora, the Southern California Military Academy at Long Beach and the Brown Day School at Beverly Hills.

As board chairman of the John Brown Foundation, he was active in the management of the three radio stations and four schools.

Survivors include his widow, Juanita; a son, and four daughters.

Nashick to KYW-TV Cleveland As Adv. & Promotion Manager

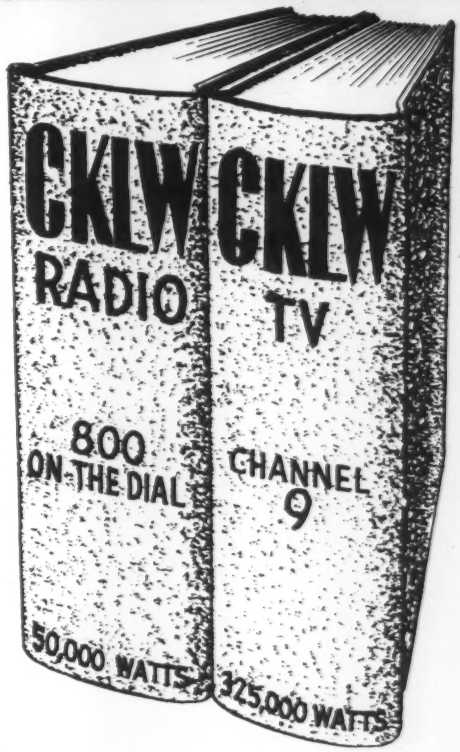
THE appointment of Robert Nashick as advertising and promotion manager of KYW-TV Cleveland, effective today (Monday), was announced by Ed Wallace, advertising and promotion manager of both Westinghouse properties there (KYW-AM-TV). He succeeds Allan Bautzer, who resigned last week.

Mr. Nashick previously held promotion posts with WCKR and WCKT (TV) Miami, Fla., WXEL Cleveland, and WGBS-TV Miami.

NOW... more than ever!

TWO OF DETROIT'S "BEST SELLERS"!

The tremendous sales records established for advertisers in '56 are positive proof of the potency of these two powerful stations in the Detroit area. Look at the record and you'll look no further for your advertisers.



CKLW

GUARDIAN BLDG.
DETROIT

J. E. Campeau, Pres. • *Young Television Corp., Natl. Rep.*

NEW FOR 1957

MORE THAN ONE MILLION HOURS IN THE MAKING...

...THE NEW TELEPROMPTER MOD V...

MOD V TELEPROMPTER EQUIPMENT....COMPLETELY NEW EYE-LET SYNCHRONIZATION SYSTEM ... MASTER CONTROLS ... DUAL HAND CONTROLS...INDUSTRY CAMERA MOUNTS...GREATER FLEXIBILITY!

*Patents Pending

TELEPROMPTER SERVICE

TELEPROMPTER CORPORATION

311 West 43rd St., New York 36, N. Y. • JUdson 2-3800

HERBERT W. HOBLER, *V. Pres. Sales* JAMES BLAIR, *Eqpt. Sales Mgr.*

LOS ANGELES • CHICAGO • WASHINGTON, D.C. • PHILADELPHIA
DETROIT • MIAMI • TORONTO • LONDON

THE COMMUNITY NEWS VOICE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

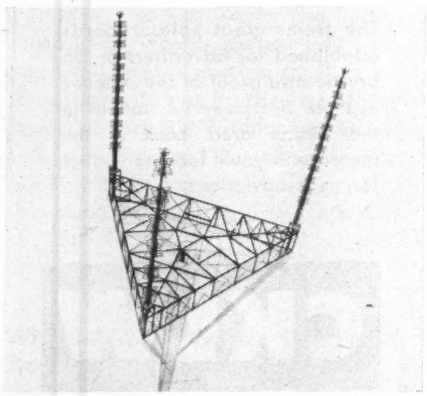
More People are Looking MORE at WABT
BIRMINGHAM
Alabama's Best in Television
BLAIR-TV

First Triple 'Candelabra' Tower To Be Built for Md. Stations

FIRST "candelabra" tower in broadcast history ever to carry three station antennas at the same level will be constructed for WAAM (TV) WBAL-TV and WMAR-TV, all Baltimore, under a joint contract awarded in the name of Television Tower Inc.

To be designed and fabricated by Dresser-Ideco Co., Columbus, Ohio, the triple antenna structure will be 731 feet high, with a triangular top platform 105 feet on each side.

The new tower will occupy the present site of the WAAM transmitter. RCA is supplying the antennas, transmission lines and transmitter equipment, and is working on electronic problems involved in the structure through tests on operating models of the antennas.



THREE antennas soon will grace one tower for Baltimore stations WAAM (TV), WBAL-TV and WMAR-TV. To be designed and fabricated by Dresser-Ideco Co., Columbus, Ohio, the triple antenna structure (above) is the first one in broadcast history, and will be erected on the present site of the WAAM transmitter.

A building to be located in the center of the platform will house an elevator landing and transmission line leak detectors. To provide easy transportation for the stations' engineers and maintenance personnel, an elevator will run up the full height of the tower. Catwalks on each side of the platform will be designed for mounting and adjusting microwave pick-up equipment.

Capper Opens Detroit Office

OPENING of a Detroit, Mich., office for Capper Publications Inc. was announced last week by Andrew M. Gent, who will head the new office and handle the Capper and Stauffer radio and tv stations. The Cleveland office of the firm has been closed and the new office is at 1128 Fisher Bldg., Detroit 2.

WINR (TV) Sets July 1 Target

WINR (TV) Binghamton, N. Y., will go on the air July 1, Dale Taylor, general manager, announced last week. The station will operate ch. 40 with 1.1 megawatts with a full 18-hour daily schedule. It will have a basic NBC affiliation.

Roehrenbeck Leaves WMGM To Establish Consultant Firm

FRANK ROEHRENBECK resigned Friday as associate director of station management for Loew's WMGM New York to open an office in New York as a consultant in the radio-tv fields. Mr. Roehrenbeck is a 33-year veteran of various executive capacities with Loew's Inc., moving into the broadcast phase in 1936 as general manager of the station, then known as WHN New York.

His career with Loew's began by his assisting Maj. Edward Bowes and the Capitol Theatre events, including the Maj. Bowes air shows. Mr. Roehrenbeck, after a holiday in Florida, will actively launch the new consultation service, according to Arthur Tolchin, director of the station, who announced the resignation last week.

STATION SHORTS

WOR New York reports gross sales increase of 55% in Jan. as compared to Jan. 1956.

STATION PEOPLE

Kenneth C. Holland, president. Carpenter Paper Co., elected to board of directors, Herald Corp., permittee of KETV (TV) Omaha.

Al Madden, account executive, KGO-AM-TV San Francisco, to KXXL Monterey-Salinas, Calif., as general manager.

Louis J. Didona, Collier's, to D-Con Co. (insecticides), Chicago, as advertising manager.

Jean Hendrix, filmbuyer, WSB-TV Atlanta, Ga., named assistant to station manager.

Wes Allen Dripps, disc jockey, KHMO Hannibal, Mo., to KAGE Winona, Minn., as chief engineer-disc jockey.

Kent Paterson to WOV New York sales staff.

George Ciampa, salesman, *Los Angeles Examiner,* to KXO El Centro, Calif., in similar capacity.

FROM CHOO-CHOOS TO TV

TELEVISION has taken over skating rinks, theaters, riding academies and office buildings. But it was left to KXLF-AM-TV Butte, Mont., to take over a railroad station. The new combined studios, offices and transmitter will be dedicated on Feb. 22, Ed Craney, president of the stations, said.

The purchase of the two-story railroad station, used by Anaconda Mining Co., came after Anaconda had asked the Chicago, Milwaukee & St. Paul Railroad to move operation a few miles south and the request was granted.

The old railroad station, now a modern radio-tv station, has a balcony around the inside and a large area for the studios. The offices have been established on the balcony with the studios below.

Tom Wells, salesman, KARD-TV Wichita, Kans., to KLFY-TV Lafayette, La., in similar capacity.

Bruce Conaway to KWIE Kennewick, Wash., continuity department; **Hal Ruffner** to KICO Calexico, Calif., as announcer-salesman; **Harold Graham** to KPAM Portland as account executive; **James Workman** to KCVL Colville, Wash., as announcer; **Walter Mecomber** to KFBC-TV Scottsbluff, Neb., as cameraman; **Jacklyn Cumber** to WMBV-TV Marinette, Wisc., as account executive; **Edward Lerche** to WABC-TV New York accounting department; **Barbara Regner** to WIMA-TV Lima, Ohio, continuity department; **Jack Bastle** to KWTV Oklahoma City, Okla., in floor-firm, and **Larry Gants** to KHQ-TV Spokane, Wash., as cameraman. All are recent graduates of Northwest Radio & Tv School.

Phil Bryce, assistant advertising director, KABC-TV Hollywood, named account executive. **Jack Clysdale,** promotion-advertising manager, World Adv. Service, succeeds Mr. Bryce.

George Chamberlin, salesman, WQAM Miami, to WTVJ (TV), same city, as account executive.

Richard O'Connor, producer-announcer, WCRB Boston, to director of news-public affairs.

Bill Bertenshaw, Radio-Tv Roundup Productions, Maplewood, N. J., to WHBI Newark as farm director.

Richard Barnhill, floor manager, WRCA-TV New York, promoted to operations coordinator.

Ken Kemper to KWK-TV St. Louis news staff.

Bill Wright, WAPI-WABT (TV) Birmingham, Ala., to WBRC, same city, announcing staff.

Jerry Boyum, farm director at KROC Rochester, Minn., to WLS Chicago, announcing staff.

Jim Bonner, freelance announcer, to WRCV Philadelphia in similar capacity.

P. J. Hoff, weathercaster, WBBM-TV Chicago, signed to write weekly column for *Minneapolis Sunday Tribune*.

Joseph M. Bryan, president, Jefferson Standard Broadcasting Co. (WBT, WBTV [TV] Charlotte, N. C., and WBTW [TV] Florence, S. C.), elected honorary chairman of Jefferson Standard Life Insurance Co.'s 50th anniversary convention. He is also senior vice president of life insurance company.

Walter B. Haase, station manager, WDRC Hartford, Conn., appointed to legislative committee of local Chamber of Commerce.

Doug Bell, assistant program manager, WBT Charlotte, N. C., father of boy, Feb. 2.

Ken Kemper, KWK-TV St. Louis news staff, father of girl, Kathi Jill, Feb. 3.

AWARDS

SIG MICKELSON (r), CBS vice president for news and public affairs, receives a plaque from Earl J. Johnson, general news manager of United Press Assn. commemorating the 20th year of UP service to CBS. The award was made at a luncheon at the Players Club in New York City.

Top Advertising Men Cited

ASSN. of Advertising Men & Women last week presented "The Outstanding Young Advertising Man of the Year" award to James McAdam, advertising manager of the Emory Airfreight Co., New York. The association also awarded citations to Matthew J. Culligan, vice president, NBC Radio; Donald Frost, vice president for advertising, Bristol-Myers Co., New York and David Bascom, board chairman, Guild, Bascom & Bonfigli, San Francisco.

AWARD SHORTS

CBS Radio's *Indictment* series received special award from United Community Campaigns of America for its aid in combatting juvenile delinquency. Specially mentioned program was devoted to family service agencies.

Robert W. Galvin, president of Motorola Inc., selected "Young Man of Achievement" by Golden Slipper Square Club of Philadelphia Feb. 6.

Herschel Daugherty received Screen Directors Guild Award for best directed tv film of 1956 for his direction of "The Road That Led Afar" which was telecast on CBS-TV Nov. 25 on *General Electric Theatre* series.

WSUN-AM-TV St. Petersburg, Fla., cited by Third Army for its recruiting campaigns which "substantially increased" army enlistments in that area.

WFAA Dallas received U. S. Army Meritorious Service citation for its assistance with Army exhibits at 1956 Texas State Fair.

WLIB New York honored by Community Church, same city, for its work in betterment of racial and religious understanding.

WIBW-AM-TV Topeka, Kan., received plaque honoring station for its 1956 telethon benefiting cerebral palsy fund drive.

JOE FLOYD SAYS DRAW YOUR OWN CONCLUSION

KELO'S new 1,032-ft. tower gives one-station coverage of a whole vast regional market — plus the added impact of a Floyd-operated station! KELO rates fit this multi-market into any campaign budget!

NEW KELO RADIO

SIOUX FALLS, S. D.

One of the Midwest's Leading Radio Stations Affiliated with NBC

JOE FLOYD, President

Evans Nord, Gen. Manager. Larry Bentson, V.P.

Represented by H-R

N.Y.C. Educational Tv May Open in Summer

PROSPECT that New York City's long-awaited educational television station will be on the air within the next six months was held out last week by E. A. Hungerford Jr., executive director of the Metropolitan Educational Television Assn. in a talk before the all-day conference of the New York City chapter of American Women in Radio and Television.

Mr. Hungerford explained that uhf ch. 25 currently is assigned to the New York State Board of Regents for New York City. META, he said, currently is building a television production center in the city which "will be ready in a few months." He said it has not been determined whether the board or META will control transmission facilities, but that decision probably will be made within the next few months.

At the outset, Mr. Hungerford said, it is envisioned that ch. 25 will operate as "a sort of closed circuit," reaching schools, churches, clubs and recreational groups in the New York area through the use of all-channel receivers installed there.

META is composed of more than 20 colleges and universities in the New York area, plus other cultural organizations.

Preceding Mr. Hungerford's talk was a panel discussion on "Why the Boom in Radio?" It was noted that the "boom" in radio was substantially on the local level with stations revamping their approach in the face of tv competition to provide services (weather, news, music, road traffic conditions, household information) that radio could supply more effectively than television.

Don Durgin, vice president in charge of ABC Radio, pointed out, however, that network radio also has had a resurgence, and attributed this condition largely to the medium's ability to supplement television at a comparatively low cost. Other panelists were John M. Grogan, program manager, WNEW New York; Wells Barnett, John Blair & Co.; Frederick Cahagan, the Institute for Motivational Research.

An on-camera food demonstration, given by Josephine McCarthy, food director of WRCA-TV New York, was picked up by a closed-circuit camera manufactured by General Precision Labs. Harold Hechtman, Airborne Instrument Labs. Inc., and Charles Barclay, CBS-TV, demonstrated the INTEC portable camera to show one way special effects can be achieved for tv.

Brown Heads Educ. Tv Group

DR. ALAN WILLARD BROWN, provost in the English Dept. at Union College, Schenectady, N. Y., has been named president of the Metropolitan Educational Television Assn. (META), it has been announced by Dr. Carroll V. Newsom, board chairman of META and president of New York U. Dr. Brown's appointment is effective immediately but he will divide his time between the association and Union College until June, when he will take over META on a full-time basis.

META is a non-profit corporation currently in the process of establishing an educational tv center at the Carnegie Endowment Bldg. at 345 E. 46th St., New York. It will produce educational tv films which will be distributed nationally through the Ford Foundation-supported Educational Tv & Radio Center at Ann Arbor, Mich.

KCTS (TV) Seattle Operation Begins From New Quarters

KCTS (TV) Seattle, sole educational tv station in the state of Washington, was to begin operations today (Monday) from its new studios in the recently-completed Drama-Tv Bldg. on the U. of Washington campus. The educational tv channel had formerly operated since January 1955 from temporary facilities near the campus.

The U. of Washington, one of six sustaining sponsors for the station, has provided two permanent studios, offices and allied facilities on the second floor of its Drama-Tv Bldg. The University's production classes also are to be held in the same building.

KCTS has purchased a full set of new equipment for the second studio, including an RCA film chain, two GE field camera chains, a studio Zoomar lens and a Bodde rear-screen projector. The station received its original operating equipment from KING-TV Seattle.

Other sustaining sponsors for the educational channel in addition to the U. of Washington are the King County Schools, Seattle Pacific College, Seattle Public Library, Seattle Public Schools and Seattle University.

Protestant Center Tv Facilities To Be Dedicated at Atlanta

DEDICATION ceremonies for the new quarter-million-dollar tv facilities of the Protestant Radio and Television Center Inc., Atlanta, Ga., will begin today (Monday) with a banquet for area radio and tv officials on the center's sound stage.

Dr. John M. Alexander, the center's president, said formal dedication of the two-story high television facilities will be held at 4 p.m. tomorrow (Tuesday), with an open house for the public tomorrow night.

Located on the Emory U. campus, the center began operations in June, 1953, while construction was still underway. It was built through the efforts of five church denominations and four cooperating educational institutions. They are Methodist Church, Presbyterian Church U. S., Presbyterian Church U. S. A., Protestant Episcopal Church, United Lutheran Church, Emory University, Agnes Scott College, Candler School of Theology and Columbia Seminary.

Michigan U. Sets Conference

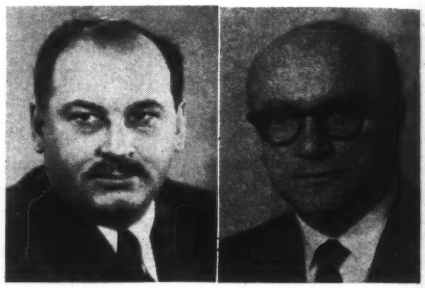
MICHIGAN STATE U., East Lansing, has announced its 12th annual Radio & Television Conference, sponsored by the speech department for high school students and teachers, will take place March 16 on the university campus. Dr. Robert Crawford, chairman of the event, in a preliminary announcement said the program will feature teacher seminars and demonstrations on radio-tv in schools and, for students, a talent contest, tv workshop, movies and tours.

NTA Forms Canadian Distribution Affiliate

IN THE FIRST STEP of an international expansion program, National Telefilm Assoc., New York, last week announced the formation of NTA Telefilms (Canada) Ltd. for the purpose of distributing feature films and syndicated series to Canadian tv stations.

Oliver Unger, executive vice president of NTA, said the new company will be owned 50% by NTA and 50% by a Canadian group consisting of David Griesdorf, N. A. Taylor and H. S. Mandell.

NTA Telefilms (Canada) Ltd., Mr. Unger said, will operate under a long-term franchise from NTA. He added that the Canadian affiliation marks the first of several transactions planned by NTA during 1957, with the company hoping to achieve similar franchise associations with distribution organizations in Britain, France and Italy.



MR. TAYLOR MR. GRIESDORF

Mr. Griesdorf, who will serve as president and general manager of the new company, is executive vice president of International Film Distributors Ltd. and Allied Artists Pictures of Canada Ltd. Mr Taylor, who will be vice president of the Canadian distribution company, is president of International Film Distributors Ltd. and Allied Artists Pictures of Canada Ltd., and of Twinex Century Theatres Corp. Ltd., which operates a large circuit of theatres in Canada. Mr. Mandell, who is associated with Mr. Taylor as secretary-treasurer of his three enterprises, also will serve as secretary-treasurer of the new franchise company.

B. C. Ams Seek Tv License

THREE British Columbia radio stations are joining hands to collectively apply for a television station license for their area of the mountainous section of Canada's west coast province. Roy C. Chapman, CKOK Penticton, announced the plan and formation of Okanagan Valley Television Co. The other two stations are CKOV Kelowna and CJIB Vernon. Engineering surveys have been completed, and first step towards applying for the license through the Canadian Broadcasting Corp. and the Department of Transport, Ottawa, have been taken. Location of transmitter has not yet been announced. Program plan will be to largely use delayed Canadian and U. S. network shows until the summer of 1958, by which time the transcontinental Canadian microwave network is expected to be completed.

Mecca Plans Radio Station

PLANS for a 450-kw radio transmitter to be operating out of Mecca, in Saudi Arabia, within two years were disclosed on ABC-TV's Feb. 10 *Open Hearing*. The network filmed an interview with Sheik Abdullah Balkhair, Saudi Arabia's minister of press, broadcasting and information [B•T, Feb. 11]. Current proposal is to boost the station to 50 kw in about two months and when its power is upped to 450 kw, it will be able to cover the entire Middle East. Major use of the station, according to the Saudi Arabia official: as an educational instrument in a country and area with high rate of illiteracy.

Canada to Mark Radio Week

CANADIAN Radio Week this year will be May 5-12, according to Howard C. Caine, CHWO Oakville, Ont., chairman of the sales advisory committee of the Canadian Assn. of Radio & Television Broadcasters. Canadian Radio Week will be publicized by the 145 radio station members of the CARTB as well as by radio dealers and the Canadian Radio-Electronics-Television Manufacturers Assn.

CARTB to Hear Gov. Clement

FRANK G. CLEMENT, governor of Tennessee, will be guest speaker at the annual dinner of the Canadian Assn. of Radio and Television Broadcasters at the Chateau Frontenac Hotel, Quebec City, Que., on March 26. This will be the first time that a U. S. state governor has addressed a Canadian broadcasting industry group.

SMPTE Forms Canadian Branch

ESTABLISHMENT of a Canadian section of the Society of Motion Picture & Television Engineers has been announced by Ethan M. Stifle, SMPTE section's vice president.

Authorization to establish such a section, SMPTE officials said, came after the Canadian members petitioned the parent organization for group recognition. Headquarters for the Canadian SMPTE branch will be in Toronto. At the same time, SMPTE authorized the creation of two new student chapters at the College of the City of New York and at Rochester, N. Y., Institute of Technology. Other student chapters currently operating: New York U. and the U. of Southern California.

INTERNATIONAL PEOPLE

Wally Rewegan, manager, CKGB Timmins, Ont., to CKWS Kingston in similar capacity, succeeding **Doug Scanlan** named sales promotion director for Northern Broadcasting Ltd., Toronto. **Gerry Hall,** commercial manager of CKGB, succeeds Mr. Rewegan as CKGB manager and **Gino Cicci** named commercial manager.

Gordon Burnett, manager of CJKL Kirkland Lake, Ont., to manager of new radio station at Trinidad. **Ken Billings,** commercial manager of CJKL succeeds Mr. Burnett.

G. W. did it with
his little hatchet

YOU can chop down costs
by subscribing to

THE SESAC TRANSCRIBED LIBRARY SERVICE

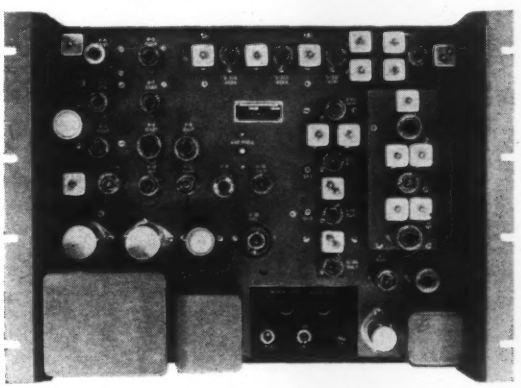
it's easy as cherry pie with the
BETTER BALANCED MUSIC PROGRAMMING
available to you in the SESAC Library . . .
the library you can test program at your station
Write today for details

sesac

the Coliseum Tower New York 19

NEMS-CLARKE MODEL TR-1

WOAY KLEW KVOO KIDO WGBS WDMJ KVAL WICA KLIX KFXJ CMQ KSTF KTRE KDRO KBES WRTV KIMA WWTV WGLV



KXJB KZTV KFBC WABI KMID KNOX WFLB WNBF WFAM KDLO WKSN KGUL WSPD KVEC WIRI WKBN WGBI WBOC KSBW

TV Rebroadcast Receiver
NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information

in
LAKE CHARLES
the
OK Negro Radio Buy
is
KAOK

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
WHBF
RADIO & TELEVISION
the station
of marketing success
in the Quad-Cities
CBS
REPRESENTED BY AVERY-KNODEL, INC.

help your heart fund
®
help your heart

PROGRAMS & PROMOTIONS

Sullivan, Benny Sponsors Frown On Emmy Telecast Appearances

ACADEMY of Television Arts & Sciences early last week confirmed reports that both Ed Sullivan and Jack Benny would not participate as entertainers in the Academy's telecast of nominations for Emmy awards last Saturday and the awards program next month, both over NBC-TV under the sponsorship of the Oldsmobile Div., General Motors Corp.

An Academy spokesman said the performers' regular sponsors on tv—the Mercury Div., Ford Motor Co. for Mr. Sullivan and The Chrysler Corp., one of Mr. Benny's advertisers—had asked them not to participate in the entertainment portions of the programs. The spokesman said that both Mr. Sullivan and Mr. Benny planned to be in the audience during the ceremonies.

Simultaneously, Mr. Sullivan, who is president of the New York chapter of the Academy, and Johnny Mercer, president of the Los Angeles chapter, issued a joint statement, explaining the nominating procedure for the 1956 Emmy awards, which has been criticized by various producers of television series. The statement said it was "difficult" to establish a method which is "equitable and covers as fully as possible the phenomenal quantity of programming" but claimed the procedure used for this year "comes closest to achieving this goal" and added that efforts will be made to improve the system each year.

WDGY Holds Open House

IN celebration of the one year anniversary of Storz ownership, its new programming and its recently remodeled studios, WDGY Minneapolis held open house this month. More than 500 Twin City advertisers and ad men attended the affair.

RAB Mails Radio Success Stories

RAB last week announced that two, new supplementary sales folders, "How Columbus Discovered Lewis Jones" and "For Thriftmart 'Every Day's A Special Day' With Radio," have been distributed to member stations. The Lewis Jones mailing piece relates the story of a small southern independent supermarket operator, who met chain-store competition and increased sales within five months atfer beginning to use radio exclusively. The second folder details the success story of a Pacific coast grocery chain which sponsors 7,000 radio programs and 5,000 spot announcements annually.

LONG WEEK, TALL ORDER

EIGHT DAYS last month made a long week and a tall order for KARD-TV Wichita, Kan., as the station provided three feeds to NBC-TV on President Eisenhower's recent western trip to inspect the drought areas, supplied a remote of the Chief Executive's Abilene boyhood home and presented its first local live color-tv show.

With rapid preparations following NBC-TV's multi-sided request, KARD-TV used four cameras, 12 men and about $200,000 worth of other equipment for the job.

The station televised Mr. Eisenhower's arrival, speech and departure from Wichita; fed segments to *Wide, Wide World* (remote of the President's boyhood home and color pickup of a local grain elevator), and launched its own first locally-produced live color program.

KOSA-TV Mails Population Data

KOSA-TV Odessa, Tex., has published a brochure with population and set count figures compiled by its staff after station switched to maximum power of 316,000 watts. KOSA-TV's figures claim that the station covers a population of 468,000; serves 150,273 families and that there are 90,164 tv sets in its area.

KOOL-TV Covers Golf Tourney

WHEN KOOL-TV Phoenix originated a three-camera remote for an hour and a half each day of the Phoenix Open Golf Tournament (Jan. 31-Feb.3), the first day attendance was reportedly up 30% over previous years. Each succeeding day also set attendance records. Phoenix Thunderbirds, sponsor of the programs, gives a great deal of the credit to KOOL-TV due to its coverage of the tournament.

WBT Selects 'Woman of the Year'

IN keeping with its annual custom, WBT Charlotte, N. C., has selected a local "Woman of the Year" for her distinguished service to the community. The winner for 1956 is Bonnie Cone, director of Charlotte College, who was presented with a silver tray by the station. WBT was commended by the local press for its "thoughtfulness in giving the awards."

Stations to Air Braves' Games

WTMJ and WEMP Milwaukee again will carry Milwaukee Braves baseball broadcasts during 1957 under co-sponsorship of Miller Brewing Co. and Clark Oil and Refining Co. Agency is Mathisson & Assoc., Milwaukee. Earl Gillespie and Blaine Walsh will handle play-by-play, with games to be aired direct from the park and fed to a Braves regional network of about 30 stations. Both outlets reported sale of game adjacencies.

WDAS Explores Local Problems

WDAS Philadelphia, which programs to Negro audience, has launched a new series of public service broadcasts designed to focus attention of the Negro community on its problems. WDAS said it will carry on-the-spot interviews with community leaders, juvenile delinquents, parents, shopkeepers and bartenders.

KTVT(TV), KDYL COVER PRISON RIOT

WORKING at rapid-fire pace and pumping every angle, newsmen of Salt Lake City's KTVT (TV) and its sister station KDYL provided fast coverage for NBC via live on-the-scene reports of the dramatic prison riot at Utah's State Penitentiary the night of Feb. 6-7.

From the 9 p.m. radio broadcast of a telephone interview with KTVT's news photographer Jack White, the first staffer inside the prison, to the telecasting about 6:30 the next morning of the convicts' release of hostages and their surrender, KTVT and KDYL newsmen swarmed over the prison to provide continuous live coverage of the tension-filled riot.

"One of the greatest, most spectacular firsts in television journalism," said NBC News Director William McAndrew in describing his network's tv coverage which included two live pickups of the dramatic news event for NBC-TV's *Today* and 15 feeds to the NBC "hot line" service.

KTVT and KDYL newsmen also gave additional direct reports of the action to a dozen other stations in the western area and got tapes of telephone conversations with prison officials and their own staffers.

"Big guns" in directing the two stations' activities throughout the riot were G. Bennett Larson, president and general manager of KDYL-KTVT; Wally Lambourne, KTVT technical director; Dan Rainger, the tv station's program director; Bob Welti and Bob Hardwick, KDYL newsmen; Tom Wayman and Del Leeson, on-the-scene tv cameramen, and Mr. White, tv photographer who supplied the initial telephone interview from the prison.

MOBILE UNIT newsmen of KTVT (TV) Salt Lake City in action under a guard tower at Utah State Prison during their eight-hour telecast coverage.

Outcome of this radio-tv coverage:

Utah penitentiary convicts may be allowed to have a radio program over KDYL. Among the prisoners demands in the riot was that they be granted their own radio program, and station officials have told Warden Marcel Graham that if the prison could make arrangements to tape the show, KDYL would program a weekly convict show.

Mr. Graham was quoted as saying the idea has merit and will be given his consideration after the board of corrections has completed a full investigation of the riot.

'Cheaper By the Million'

A SECOND printing of "Cheaper By The Million,"—24-page, two-color brochure, aimed at department stores and pointing up the profit potential in "proper" use of syndicated film series—has been ordered by MCA-TV film syndication division. According to Frank McMahon, MCA's advertising director, a continued strong demand by department store executives for extra copies prompted the second printing. Mr. McMahon claims the presentation to be the first directed to department stores on this subject. He noted that it is in effect a direct attack on the "myth" of newspaper superiority to telefilm in moving merchandise.

WSEV Covers Local Flood

DURING a recent flood emergency, WSEV Sevierville, Tenn., which operates on a daytime schedule from 5 a.m. until local sunset, called the FCC in Washington, asked for, and gained, permission to remain on the air. The station carried only flood information. It helped the Red Cross secure shelter for stranded families, issued warnings and appealed for manpower to keep the local office of the Southern Bell Telephone Co. in operation.

WITI-TV Explores World Affairs

NEW color program series in cooperation with the World Affairs Council of Milwaukee was to begin yesterday (Sunday) at 7:30-8 p.m. on WITI-TV Milwaukee. Colorcast is live, featuring authorities in the foreign relations field, and integrating associated films new to tv. Also slated is the occasional appearance of a college student panel taken from Wisconsin universities and colleges.

THERE'S ONLY ONE LEADER...
KXLF-TV4 MONTANA
THE CONTINENTAL DIVIDE STATION, BUTTE

New Nielsen
No. 2
proves
Channel 4 WRBL-TV
CBS abc
COLUMBUS, GEORGIA
is your best
choice for 1957
in the billion
dollar Columbus,
Georgia market
CALL HOLLINGBERY CO.

BUY SOUND-FACTOR PLAN
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

'Digest' Promotes Tv Series

FILM distributing firm of Bernard L. Schubert Inc. and Readers Digest Assn., Chappaqua, N. Y., have completed arrangements whereby *Readers Digest* magazine will list, in forthcoming issues, every tv station in the country carrying the Schubert *Tv Reader's Digest* film package.

WNHC-TV Offers 12th Tv Course

WNHC-TV New Haven has started telecasting a weekly program *Aspects of the Modern Novel,* the 12th college course offered by the station during the current academic year. The 18-week live series will continue until June 6 and culminate in an on-campus examination for viewers who desire college credit.

NBC to Carry Gruenther Address

NBC RADIO will broadcast an address by Gen. Alfred M. Gruenther, president, American Red Cross, and former Supreme Allied Commander in Europe, on March 5 (10:05-10:30 p.m. EST). The general, who will be introduced by William E. Robinson, president of Coca-Cola Corp. and chairman of the 1957 convocation dinner marking the diamond jubilee of the New York U.-Bellevue Medical Center Hospital, will speak on "The Hope of Mankind—Health and Peace."

WBKB (TV) Series for Children

THIRD series of tv variety programs was launched by WBKB Tele-Chievers Inc., Junior Achievement Co. of WBKB (TV) Chicago, on that station Feb. 2 and is directed at pre-school and grammar school audiences in the city. *Titled Poco-Loco*, programs feature 20 WBKB JA members in narrated fairy tale pantomime with the start-m.c., the "Poco-Loco" train. In announcing the new series, WBKB noted its Tele-Chievers group has been selected one of the six best JA companies in America for the past two years. It also was awarded first place "Top Achievement" awards in the JA broadcasting-telecasting category.

WANE's 'Pleasant Sound'

WANE FORT WAYNE, has modified its program format "to soothe the listener who has almost forgotten there is something else in American music besides rock 'n' roll." Station is promoting the change as "the pleasant sound in Fort Wayne," and plans to have disc jockeys play the familiar tunes from the past.

WTVD Staffers Get Special Tags

IF WTVD (TV) Durham, N. C., employes don't know each other by sight, they can at least recognize one another by their automobile license plates. WTVD, in cooperation with the N. C. Dept. of Motor Vehicles, has arranged for its employes to obtain consecutive license plate numbers. The series, starting with TV-1 and running through TV-50, will be in use throughout 1957.

SPOT TV BUYING: The following tables show what the nation's top 200 spot television advertisers have spent in that category during the fourth quarter of 1956. A breakdown of spot tv buying by product classification is on page 101 (for fourth quarter) and page 103 (for all of 1956). For the story behind these tables, see ADVERTISERS & AGENCIES, this issue.

TOP 200 IN SPOT TV (OCT.-DEC. 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Rank		Estimated Expenditure
1.	BROWN & WILLIAMSON	$2,866,700
2.	STERLING DRUG	2,391,600
3.	PROCTER & GAMBLE	2,324,400
4.	CONTINENTAL BAKING	2,012,800
5.	GENERAL FOODS	1,939,200
6.	PHILIP MORRIS	1,924,100
7.	COLGATE-PALMOLIVE	1,775,900
8.	ROBERT HALL	1,664,400
9.	ANAHIST CO.	1,523,100
10.	LEVER BROTHERS	1,297,800
11.	NATIONAL BISCUIT	1,180,300
12.	FORD MOTOR	1,178,500
13.	CARTER PRODUCTS	1,167,200
14.	MILES LABORATORIES	1,162,200
15.	COCA-COLA/BOTTLERS	1,043,400
16.	GROVES LABORATORIES	1,018,400
17.	KELLOGG	978,400
18.	CORN PRODUCTS REFINING	976,100
19.	BULOVA WATCH	975,600
20.	LIGGETT & MYERS	910,700
21.	[1]AMERICAN TEL. & TEL.	897,400
22.	AVON PRODUCTS	865,600
23.	AMERICAN TOBACCO	841,900
24.	INTERNATIONAL LATEX	835,000
25.	NESTLE	834,000
26.	CHRYSLER	828,500
27.	AMERICAN CHICLE	802,300
28.	REPUBLICAN PARTY	772,400
29.	WARNER-LAMBERT	729,600
30.	GENERAL MOTORS	700,700
31.	P. LORILLARD	696,600
32.	ESSO STANDARD OIL	687,800
33.	MAX FACTOR	678,200
34.	HAROLD F. RITCHIE	667,000
35.	SHELL OIL	642,200
36.	CHARLES ANTELL	616,100
37.	RALSTON-PURINA	596,300
38.	PEPSI-COLA/BOTTLERS	584,800
39.	PETER PAUL	583,700
40.	J. A. FOLGER	571,500
41.	NORTHERN PAPER MILLS	525,200
42.	NATIONAL PRESTO IND.	522,500
43.	SIMMONS CO./DEALERS	503,500
44.	SEVEN-UP/BOTTLERS	502,200
45.	HELAINE SEAGER	483,800
46.	GLAMORENE	482,500
47.	DEMOCRATIC PARTY	448,300
48.	R. J. REYNOLDS	441,200
49.	P. BALLANTINE	423,200
50.	AMERICAN HOME FOODS	407,000
51.	ANHEUSER-BUSCH	405,700
52.	WARD BAKING	401,900
53.	PIEL BROS.	395,200
54.	THOMAS J. LIPTON	394,600
55.	SOCONY MOBIL OIL	393,600
56.	WILLIAM WRIGLEY	392,800
57.	[2]NATIONAL DAIRY PROD.	386,700
58.	FOOD MFGRS.	382,100
59.	WESSON OIL & SNOW DRIFT	370,400
60.	PROCTOR ELECTRIC	367,400
61.	PILLSBURY MILLS	353,600
62.	STANDARD OIL OF IND.	350,200
63.	H. J. HEINZ	346,000
64.	ASSOCIATED PRODUCTS	345,700
65.	SINCLAIR REFINING	341,900
66.	PLOUGH	339,600
67.	PABST BREWING	339,000
68.	MINUTE MAID	335,900
69.	WM. B. REILY & CO.	335,500
70.	E. & J. GALLO	329,700
71.	ADELL CHEMICAL	329,300
72.	FLA. CITRUS COMM.	326,700
73.	KIMBERLY-CLARK	324,400
74.	MARS	311,500
75.	TEA COUNCIL OF U. S. A.	311,200
76.	[3]BEECH-NUT LIFE SAVERS	309,900
77.	CLOROX CHEMICAL	307,900
78.	THEO. HAMM BREWING	306,700
79.	SUNSHINE BISCUIT	302,900
80.	LIONEL CORP.	298,600
81.	[4]CARNATION	296,900
82.	[5]PHARMACEUTICALS	294,500
83.	PACIFIC COAST BORAX	290,300
84.	E. I. DUPONT DE NEMOURS	282,800
85.	FALSTAFF BREWING	280,400
86.	M. J. B. CO.	278,800
87.	E. F. DREW & CO.	277,600
88.	QUAKER OATS	274,500
89.	CARLING BREWING	273,000
90.	BUITONI PRODUCTS	266,900
91.	GROCERY STORE PRODS.	264,000
92.	AMERICAN BAKERIES	261,300
93.	GENERAL MILLS	256,100
94.	THE DRACKETT CO.	253,900
95.	VICK CHEMICAL	252,400
96.	STANDARD BRANDS	251,400
97.	GOLD SEAL	251,000
98.	HILLS BROS. COFFEE	250,200
99.	RADIO CORP. OF AMERICA	249,800
100.	ARMSTRONG RUBBER	249,100
101.	LANVIN PARFUMS	249,000
102.	FRONTIER FOODS	247,800
103.	DUFFY-MOTT	247,300
104.	MONARCH WINE	246,700
105.	BLOCK DRUG	243,500
106.	CAMPBELL SOUP	239,100
107.	GILMAR RECORD	236,300
108.	COMMERCIAL SOLVENTS	236,100
109.	BEST FOODS	236,100
110.	ANDERSON CLAYTON & CO.	235,300
111.	RATH PACKING	234,700
112.	BON AMI	234,400
113.	AVOSET	232,900
114.	GENERAL CIGAR	215,800
115.	BRISTOL-MYERS	209,400
116.	KAISER ALUM. & CHEM.	207,400
117.	SWIFT & CO.	207,000
118.	SAFEWAY STORES	206,500
119.	TOP VALUE ENTERPRISES	203,900
120.	SEALY MATTRESS/DLRS.	200,600
121.	CANADA DRY/BOTTLERS	200,000
122.	BORDEN	199,100
123.	WILDROOT INC.	197,500
124.	PETRI WINE	196,700
125.	NEHI/BOTTLERS	194,200
126.	F. & M. SCHAEFER BREWING	193,700
127.	LANGENDORF U. BAKERIES	192,700
128.	NATIONAL CARBON	191,600
129.	DR. PEPPER/BOTTLERS	187,000
130.	CHESEBROUGH-PONDS	186,000
131.	SAN FRANCISCO BREWING	184,800
132.	CREAM OF WHEAT	184,100
133.	[6]GILLETTE	184,000
134.	SEARS, ROEBUCK	183,100
135.	SARDEAU	182,400
136.	GENERAL ELECTRIC	181,500

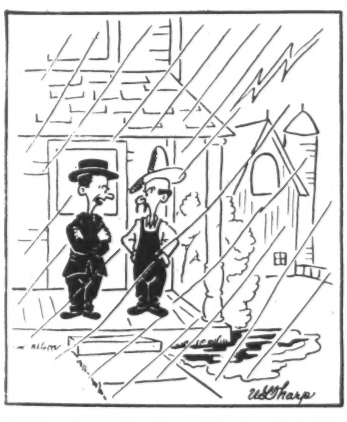
Rank		Estimated Expenditure
137.	Drug Research	180,760
138.	Benrus Watch	179,600
139.	Duncan Coffee	179,000
140.	American Sugar Refin'g	176,300
141.	Chunky Chocolate	176,200
142.	Great A & P Tea	174,000
143.	Wander Co.	173,400
144.	Studebaker-Packard	173,100
145.	Coty	172,900
146.	Lucky Lager Brewing	172,800
147.	Kroger	171,900
148.	Foremost Dairies	170,300
149.	Geo. Wiedemann Brew'g	167,900
150.	Texas Co.	167,800
151.	National Brewing	167,300
152.	Whitman & Son	166,900
153.	Revlon	166,700
154.	Paxton & Gallagher	165,400
155.	Jos. E. Schlitz Brewing	163,100
156.	Malt-O-Meal	162,500
157.	V. La Rosa & Sons	160,800
158.	Salada Tea	160,100
159.	Armour	158,500
160.	Better Living Enterprs.	156,100
161.	Blue Plate Foods	150,300
162.	Emerson Drug	146,600
163.	Columbia Bcstg. System	146,500
164.	Standard Oil of Ohio	144,600
165.	Beatrice Foods	142,900
166.	Greyhound	142,600
167.	Montgomery Ward	142,300
168.	W. F. McLaughlin	142,200
169.	Walrgeen	141,200
170.	New Eng. Confect.	135,800
171.	Frito	135,700
172.	Tidewater Assocd. Oil	135,700
173.	Whitehall Phar. Co.	135,600
174.	Oscar Mayer	134,100
175.	Helene Curtis	132,800
176.	International Milling	132,600
177.	Rayco	132,500
178.	G. Heileman Brewing	130,900
179.	Drewrys	129,400
180.	Gunther Brewing	128,800
181.	Phillips Petroleum	128,300
182.	Charles Pfizer & Co.	128,200
183.	Duquesne Brewing	127,900
184.	Lewis Food	123,800
185.	Continental Oil	123,800
186.	Jackson Brewing	122,300
187.	Regal Pale Brewing	121,200
188.	Miller Brewing	120,500
189.	Household Finance	120,400
190.	Amer. Character Doll	118,100
191.	Bank of America	117,200
192.	United Fruit Co.	117,000
193.	G. H. P. Cigar	115,400
194.	Stroh Brewing	114,100
195.	Richfield Oil	113,400
196.	Clairol	112,900
197.	Lone Star Brewing	112,700
198.	Omar	112,200
199.	Pan-Am Southern	110,800
200.	General Tire & Rubber	110,000

[1] Includes all regional telephone companies
[2] Includes Kraft Foods Co.
[3] Now includes Lifesavers
[4] Includes Albers Milling Co.
[5] Includes Serutan
[6] Includes Toni and Paper Mate

SPOT TV BY CATEGORY (4TH QUARTER, 1956)

(Prepared by N. C. Rorabaugh Co. for TvB)

Classification	Estimated Expenditure
Agriculture	**$ 310,000**
Feeds, Meals	*238,000*
Miscellaneous	*72,000*
Ale, Beer & Wine	**8,442,000**
Beer & Ale	*7,245,000*
Wine	*1,197,000*
Amusements, Entertainment	**90,000**
Automotive	**4,249,000**
Anti-Freeze	*600,000*
Batteries	*109,000*
Cars	*2,781,000*
Tires & Tubes	*462,000*
Trucks & Trailers	*33,000*
Miscellaneous Accessories & Supplies	*264,000*
Building Material, Equipment, Fixtures, Paints	**651,000**
Fixtures, Plumbing, Supplies	*135,000*
Materials	*131,000*
Paints	*151,000*
Power Tools	*113,000*
Miscellaneous	*121,000*
Clothing, Furnishings, Accessories	**2,813,000**
Clothing	*2,511,000*
Footwear	*198,000*
Hosiery	*86,000*
Miscellaneous	*18,000*
Confections & Soft Drinks	**6,961,000**
Confections	*3,868,000*
Soft Drinks	*3,093,000*
Consumer Services	**3,973,000**
Dry Cleaning & Laundries	*21,000*
Financial	*487,000*
Insurance	*457,000*
Medical & Dental	*38,000*
Moving, Hauling, Storage	*101,000*
Public Utilities	*1,340,000*
Religious, Political, Unions	*1,424,000*
Schools & Colleges	*18,000*
Miscellaneous Services	*87,000*
Cosmetics & Toiletries	**$8,307,000**
Cosmetics	*2,532,000*
Deodorants	*661,000*
Depilatories	*266,000*



"We never had weather like this until KRIZ Phoenix started forecasting!"

YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature

Stainless, inc.

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in
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the
OK Negro Radio Buy
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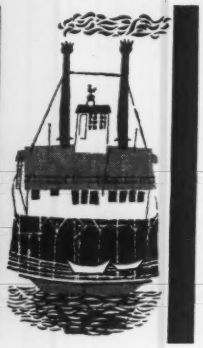

BMI

Stories
from the
Sports Record

Spring Continuities

Music and sports team up in this series devoted to eye-witness accounts of dramatic action on the spring sports scene.

This continuity package contains 12 fifteen-minute programs featuring the sports of the spring season . . . track, baseball, basketball tournaments, along with some of the great anecdotes of the world of sports.

Your Station Program Department should be receiving this script package regularly. If not, please write to BMI's Station Service Department for "Stories from the Sports Record."

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

FOR THE RECORD

Classification	Estimated Expenditure
Cosmetics & Toiletries—Continued	
Hair Tonics & Shampoos	*1,176,000*
Hand & Face Creams, Lotions	*216,000*
Home Permanents & Coloring	*1,145,000*
Perfumes, Toilet Waters, etc.	*509,000*
Razors, Blades	*43,000*
Shaving Creams, Lotions, etc.	*856,000*
Toilet Soaps	*794,000*
Miscellaneous	*109,000*
Dental Products	**1,765,000**
Dentrifices	*1,234,000*
Mouthwashes	*394,000*
Miscellaneous	*137,000*
Drug Products	**9,537,000**
Cold Remedies	*2,795,000*
Headache Remedies	*1,246,000*
Indigestion Remedies	*1,925,000*
Laxatives	*1,238,000*
Vitamins	*479,000*
Weight Aids	*187,000*
Miscellaneous Drug Products	*1,364,000*
Drug Stores	*303,000*
Food & Grocery Products	**28,998,000**
Baked Goods	*5,703,000*
Cereals	*2,174,000*
Coffee, Tea & Food Drinks	*6,049,000*
Condiments, Sauces, Appetizers	*1,395,000*
Dairy Products	*1,905,000*
Desserts	*117,000*
Dry Foods (Flour, Mixes, Rice, etc.)	*1,716,000*
Frozen Foods	*1,426,000*
Fruits & Vegetables, Juices (except frozen)	*1,678,000*
Macaroni, Noodles, Chili, etc.	*607,000*
Margarine, Shortenings	*1,793,000*
Meats, Poultry & Fish (except frozen)	*1,412,000*
Soups (except frozen)	*131,000*
Miscellaneous Foods	*1,561,000*
Food Stores	*1,331,000*
Garden Supplies & Equipment	**54,000**
Gasoline & Lubricants	**4,793,000**
Gasoline & Oil	*4,670,000*
Oil Additives	*67,000*
Miscellaneous	*56,000*
Hotels, Resorts, Restaurants	**70,000**
Household Cleaners, Cleansers, Polishes, Waxes	**2,391,000**
Cleaners, Cleansers	*930,000*
Floor & Furniture Polishes, Waxes	*200,000*
Glass Cleaners	*282,000*
Home Dry Cleaners	*723,000*
Shoe Polish	*88,000*
Miscellaneous Cleaners	*168,000*
Household Equipment—Appliances	**2,354,000**
Household Furnishings	**1,182,000**
Beds, Mattresses, Springs	*991,000*
Furniture & Other Furnishings	*191,000*
Household Laundry Products	**3,013,000**
Bleaches, Starches	*526,000*
Packaged Soap, Detergents	*2,108,000*
Miscellaneous	*379,000*
Household, General	**497,000**
Brooms, Brushes, Mops, etc.	*78,000*
China, Glassware, Crockery, Containers	*45,000*
Disinfectants, Deodorizers	*144,000*
Fuels (heating, etc.)	*58,000*
Insecticides, Rodenticides	*37,000*
Kitchen Utensils	*19,000*
Miscellaneous	*116,000*

HERE'S how tv spot money during 1956 was spent, broken down by the types of spots used and by day parts:

	(add 000)	
Day	$135,339	*34.0%*
Night	222,517	*56.0%*
Late Night	39,642	*10.0%*
	397,498	*100.0%*
	(add 000)	
Announcements	$176,429	*44.4%*
ID's	46,806	*11.8%*
Participations	90,541	*22.8%*
Shows	83,722	*21.1%*
	$397,498	*100.0%*

Classification	Estimated Expenditure
Household Paper Products	**1,703,000**
Cleansing Tissues	*450,000*
Food Wraps	*350,000*
Napkins	*359,000*
Toilet Tissue	*60,000*
Miscellaneous	*484,000*
Notions	**116,000**
Pet Products	**1,649,000**
Publications	**135,000**
Sporting Goods, Bicycles, Toys	**1,161,000**
Bicycles & Supplies	*49,000*
General Sporting Goods	*40,000*
Toys & Games	*1,060,000*
Miscellaneous	*12,000*
Stationery, Office Equipment	**89,000**
Television, Radio, Phonograph, Musical Instruments	**832,000**
Antennas	*143,000*
Radio & Television Sets	*196,000*
Records	*330,000*
Miscellaneous	*163,000*
Tobacco Products & Supplies	**8,115,000**
Cigarettes	*7,675,000*
Cigars, Pipe Tobacco	*440,000*
Transportation & Travel	**761,000**
Air	*355,000*
Bus	*197,000*
Rail	*200,000*
Miscellaneous	*9,000*

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Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Classification	Estimated Expenditure
Watches, Jewelry, Cameras	**1,613,000**
Cameras, Accessories, Supplies	*135,000*
Clocks & Watches	*1,186,000*
Jewelry	*60,000*
Pens & Pencils	*232,000*
Miscellaneous	**1,218,000**
Trading Stamps	*257,000*
Miscellaneous Products	*389,000*
Miscellaneous Stores	*572,000*
Total	**$107,842,000**

SPOT TV BY CATEGORY DURING 1956

(Prepared by N. C. Rorabaugh Co. for TvB)

Classification	Estimated Expenditure
Agriculture	**$ 1,225,000**
Feeds, Meals	*937,000*
Miscellaneous	*288,000*
Ale, Beer & Wine	**34,237,000**
Beer & Ale	*30,427,000*
Wine	*3,810,000*
Amusements, Entertainment	**560,000**
Automotive	**12,912,000**
Anti-Freeze	*646,000*
Batteries	*378,000*
Cars	*8,539,000*
Tires & Tubes	*1,265,000*
Trucks & Trailers	*179,000*
Misc. Accessories & Supplies	*1,905,000*
Building Material, Equipment, Fixtures, Paints	**3,422,000**
Fixtures, Plumbing, Supplies	*593,000*
Materials	*609,000*
Paints	*892,000*
Power Tools	*777,000*
Miscellaneous	*551,000*
Clothing, Furnishings, Accessories	**8,688,000**
Clothing	*6,929,000*
Footwear	*1,468,000*
Hosiery	*202,000*
Miscellaneous	*89,000*
Confections & Soft Drinks	**21,576,000**
Confections	*9,766,000*
Soft Drinks	*11,810,000*
Consumer Services	**12,545,000**
Dry Cleaning & Laundries	*112,000*
Financial	*1,907,000*
Insurance	*1,758,000*
Medical & Dental	*159,000*
Moving, Hauling, Storage	*408,000*
Public Utilities	*5,366,000*
Religious, Political, Unions	*2,066,000*
Schools & Colleges	*83,000*
Miscellaneous Services	*686,000*
Cosmetics & Toiletries	**34,240,000**
Cosmetics	*9,886,000*
Deodorants	*3,243,000*
Depilatories	*1,226,000*
Hair Tonics & Shampoos	*6,783,000*
Hand & Face Creams, Lotions	*606,000*
Home Permanents & Coloring	*3,826,000*
Perfumes, Toilet Waters, etc.	*1,202,000*
Razors, Blades	*554,000*

MOUSETRAP, STEAM TRAP, SEWER TRAP

. . . it makes no difference

. . . the world *won't* beat a path to the door of the man who builds a better one *and then doesn't advertise it* so that people will know about his product, know where it can be bought and how much it costs.

Advertising benefits the buyer, too. It tells you the product story, makes it easy for you to buy. Even more important to you, advertising leads to mass production and volume sales . . . which means lower costs and lower prices.

Yes, "Advertising Benefits You" . . . 'specially businesspaper advertising.

Cosmetics & Toiletries—Continued

Classification	Estimated Expenditure
Shaving Creams, Lotions, etc.	*3,245,000*
Toilet Soaps	*3,262,000*
Miscellaneous	*407,000*
Dental Products	**13,202,000**
Dentifrices	*11,093,000*
Mouthwashes	*1,396,000*
Miscellaneous	*713,000*
Drug Products	**32,026,000**
Cold Remedies	*6,274,000*
Headache Remedies	*4,934,000*
Indigestion Remedies	*7,451,000*
Laxatives	*4,175,000*
Vitamins	*1,487,000*
Weight Aids	*1,423,000*
Miscellaneous Drug Products	*5,039,000*
Drug Stores	*1,243,000*
Food & Grocery Products	**107,615,000**
Baked Goods	*19,879,000*
Cereals	*8,533,000*
Coffee, Tea & Food Drinks	*22.367,000*
Condiments, Sauces, Appetizers	*5,167,000*
Dairy Products	*7,662,000*
Desserts	*1,478,000*
Dry Foods (Flour, Mixes, Rice, etc.)	*4,720,000*
Frozen Foods	*6,495,000*
Fruits & Vegetables, Juices (except frozen)	*6,106,000*
Macaroni, Noodles, Chili, etc.	*2,052,000*
Margarine, Shortenings	*4,893,000*
Meat, Poultry & Fish (except frozen)	*5,931,000*
Soups (except frozen)	*783,000*
Miscellaneous Foods	*6,384,000*
Food Stores	*5,165,000*
Garden Supplies & Equipment	**413,000**
Gasoline & Lubricants	**16,030,000**
Gasoline & Oil	*15,372,000*
Oil Additives	*452,000*
Miscellaneous	*206,000*
Hotels, Resorts, Restaurants	**290,000**
Household Cleaners, Cleansers, Polishes, Waxes	**6,863,000**
Cleaners, Cleansers	*3,130,000*
Floor & Furniture Polishes, Waxes	*952,000*
Glass Cleaners	*523,000*
Home Dry Cleaners	*1,595,000*

HERE'S how tv spot money during the last quarter of 1956 was spent, broken down by the types of spots used and by day parts:

	(add 000)	
Day	$ 38,255	*35.5%*
Night	58,948	*54.7%*
Late Night	10,639	*9.8%*
	$107,842	*100.0%*
	(add 000)	
Announcements	$ 47,704	*44.2%*
ID's	11,944	*11.1%*
Participations	26,918	*25.0%*
Shows	21,276	*19.7%*
	$107,842	*100.0%*

Household Cleaners—Continued

Classification	Estimated Expenditure
Shoe Polish	*194,000*
Miscellaneous Cleaners	*469,000*
Household Equipment—Appliances	**7,735,000**
Household Furnishings	**3,805,000**
Beds, Mattresses, Springs	*3,165,000*
Furniture & Other Furnishings	*640,000*
Household, General	**3,075,000**
Brooms, Brushes, Mops, etc.	*384,000*
China, Glassware, Crockery, Containers	*95,000*
Disinfectants, Deodorizers	*490,000*
Fuels (heating, etc.)	*161,000*
Insecticides, Rodenticides	*521,000*
Kitchen Utensils	*42,000*
Miscellaneous	*1,382,000*
Household Laundry Products	**16,286,000**
Bleaches, Starches	*1,672,000*
Packaged Soaps, Detergents	*13,352,000*
Miscellaneous	*1,262,000*
Household Paper Products	**5,329,000**
Cleansing Tissues	*1,615,000*
Food Wraps	*967,000*
Napkins	*1,180,000*
Toilet Tissue	*519,000*
Miscellaneous	*1,048,000*
Notions	**456,000**
Pet Products	**4,658,000**
Publications	**1,366,000**
Sporting Goods, Bicycles, Toys	**1,440,000**
Bicycles & Supplies	*86,000*
General Sporting Goods	*54,000*
Toys & Games	*1,233,000*
Miscellaneous	*67,000*
Stationery, Office Equipment	**239,000**
Television, Radio, Phonograph, Musical Instruments	**2,360,000**
Antennas	*393,000*
Radio & Television Sets	*903,000*
Records	*835,000*
Miscellaneous	*229,000*
Tobacco Products & Supplies	**30,390,000**
Cigarettes	*28,872,000*
Cigars, Pipe Tobacco	*1,518,000*
Transportation & Travel	**2,866,000**
Air	*1,181,000*
Bus	*806,000*
Rail	*796,000*
Miscellaneous	*83,000*
Watches, Jewelry, Cameras	**7,066,000**
Cameras, Accessories, Supplies	*336,000*
Clocks & Watches	*5,705,000*
Jewelry	*213,000*
Pens & Pencils	*812,000*
Miscellaneous	**4,583,000**
Trading Stamps	*1,281,000*
Miscellaneous Products	*1,333,000*
Miscellaneous Stores	*1,969,000*
Total	**$397,498,000**

Weekly FCC Report

New Tv Stations . . .

ACTIONS BY FCC

LaSalle, Ill.—West Central Bcstg. Co. granted uhf ch. 35 (596-602 mc); ERP 14.3 kw vis., 7.15 kw aur.; ant. height above average terrain 437 ft., above ground 442 ft. Estimated construction $73,750, first year operating cost $31,000, P. O. address 2907 Springfield Rd., East Peoria, Ill. Studio location LaSalle. Geographic coordinates 41° 22' 00" N. Lat., 89° 6' 3.5" W. Long. Trans. and ant. RCA. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington. Consulting engineer Frank H. McIntosh & Assoc., Washington. Station will operate as satellite of **WEEK-TV Peoria** and will be under same ownership. Announced Feb. 13.

Pekin, Ill.—Mid Illinois Television Co. granted uhf ch. 69 (800-806 mc); ERP 19.9 kw vis., 11.1 kw aur.; ant. height above average terrain 384 ft., above ground 336 ft. Estimated construction cost $84,737, first year operating cost $64,250, revenue $87,500. P. O. address Times Bldg., Pekin. Studio and trans. location at intersection of State Rte. 9 and Allentown Rd. at east end of city. Geographic coordinates 40° 33' 17" N. Lat., 89° 36' 33" W. Long. Trans. Continental, ant. Workshop Assoc. Legal counsel Harry J. Daly, Washington. Consulting engineer Ralph J. Bitzer, St. Louis. Principals include **William D. McNaughton** (pres.-14¼%) asst. publisher-19% owner, *Pekin Daily Times;* 10%, *Effingham* (Ill.) *Daily News;* 19%, **WRMN Elgin, Ill.;** v. p.-28%, **KXGI Fort Madison, Iowa,** and 23%, **KDHS (TV) Aberdeen, S. D. James M. Unland** (v. p.-25%), insurance agent. **F. F. McNaughton** (sec.-19.5%), publisher, *Pekin Daily Times;* v. p., Sun Printing Co., Yuma, Ariz., and *Effingham Daily News;* 19%, **WRCA Effingham;** 13%, KDHS, **Joseph E. McNaughton,** pres.-25%, *Effingham Daily News;* 31%, WRMN; 60% WCRA; 49%, KXGI; 64%, KDHS, and 10% *Pekin Daily Times.* Announced Feb. 13.

Helena, Mont.—Helena Tv. Inc. granted vhf ch. 10 (192-198 mc); ERP .402 kw vis., .201 kw aur.; ant. height above average terrain -114 ft., above ground 47.5 ft. Estimated construction cost $28,192.49, first year operating cost $36,000, revenue $36,000. P. O. address 428 North Main St., Helena. Studio location Helena. Trans. location Helena. Geographic coordinates 48° 35' 32" N. Lat., 112° 03' 04" W. Long. Trans. and ant. Adler. Legal counsel J. Miller Smith, Helena. Consulting engineer Archer S. Taylor, Missoula. Principals include **Charles P. Crehan** (7.86%), dir., stockholder of **KCAP Helena; J. Harry Moore** (4.34%); Treas. **Oscar M. Carlson** (5.04%); Vice Pres. **E. E. Palmquist** (6.1%); **Charlton Radio Electric** (1.51%); **Harold M. Ormseth** (2.12%); **James J. Kitto** (7.065%); **Jessie Tanner** (2.12%); **E. J. Palmquist** (6.1%); **David R. Smith** (2.12%); **George Jacoby** (4.34%); **Grant E. Curey** (2.22%); **Mrs. Marguerite Cannon** (4.34%); **Thomas P. Patterson** (1.413%); Gen. Mgr. **Bruce Hamilton** (5.75%), vice pres., stockholder of Northwest Video Inc.; Pres. **W. L. Piehl** (35.44%), and **Nels Bergman** (2.12%). Announced Feb. 13.

Helena, Mont.—Peoples Forum of the Air granted vhf ch. 12 (204-210 mc); 0.256 kw vis., 0.128 kw aur.; ant. height above average terrain -152 ft., above ground 183 ft. Estimated construction cost $22,450, first year operating cost $7,200. P. O. address 1306 11th Ave., Helena. Trans. location Helena. Geographic coordinates 46° 35' 24" N. Lat., 112° 00' 59" W. Long. Trans. Adler ant. GE. Legal counsel Wheeler & Wheeler, Washington. Consulting engineer Robert Silliman & Assoc., Washington. Peoples Forum of the Air is licensee of **KXLJ Helena** and is 17.17% owner of **KXLF-TV Butte, Mont.** Principal stockholder is Z Net Inc. (98%), management and financing company, owner of **KXLL Missoula, Mont., KXLF Butte, KXLK Great Falls, Mont.,** and **KXLQ Bozeman, Mont.** Station will operate as satellite to KXLF-TV. Announced Feb. 13.

APPLICATIONS

San Francisco, Calif.—Marvin Kratter d/b as **Golden State Telecasting Co.** uhf ch 38 (614-620 mc); ERP 16.8 kw visual, 9.12 kw aural; ant. height above average terrain 481 ft., above ground 308 ft. Estimated construction cost $85,755, first year operating cost $175,000 revenue $180,000. P. O. address % Mr. Kratter 521 5th Ave. New York 17, N. Y. Studio and trans. location Calif. and Mason Sts., San Francisco. Geographic coordinates 37° 47' 24" N. Lat., 122° 24' 44" W. Long. Trans. and ant. RCA. Mr. Kratter, also applicant for ch. 11 Fargo, N. D., is New York realtor. Announced Feb. 5.

Decatur, Ill.—Keith Moyer uhf ch. 23 (524-530 mc); ERP 20.9 kw vis., 11.65 kw aur.; antenna height above average terrain 359 ft., above ground 351 ft. Estimated construction cost $89,010, first year operating cost $96,000, revenue $124,000. P. O. address Box 481, Taylorville, Ill. Studio location Decatur. Transmitter location Macon County. Geographic coordinates 39° 47' 32" N. Lat., 88° 58' 25" W. Long. Trans. Continental, ant. Workshop Associates. Consulting engineer Ralph J. Bitzer, St. Louis, Mo. Mr. Moyer, owns 75%, **WMMA Miami, Fla.**

Elko, Nev.—Nevada Radio-Television Inc., vhf ch. 10 (192-198 mc); ERP 3.02 kw vis., 1.51 kw aur.; ant. height above average terrain -430 ft., above ground 137 ft. Estimated construction cost

Station Authorizations, Applications
(As Compiled by B • T)

February 7 through February 13

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Feb. 13

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	3,018	2,993	177	363	147
Fm	540	517	48	48	0

FCC Commercial Station Authorizations
As of December 31, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,971	516	265
Cps on air	37	14	246
Cps not on air	117	24	120
Total authorized	3,125	554	631
Applications in hearing	164	2	109
New station requests	291	5	59
New station bids in hearing	114	0	72
Facilities change requests	154	6	45
Total applications pending	917	86	386
Licenses deleted in December	2	0	0
Cps deleted in December	1	0	2

***Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Feb. 13

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	380	90	470[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:
(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	344	323	667[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:
(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,063	337	829	570	1,400[3]
Noncomm. Educ.	64		37	27	64[4]
Total	1,127	337	866	597	1,464[5]

[1] 176 cps (33 vhf, 143 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 44 already granted.
[5] Includes 714 already granted.

Existing Tv Stations . . .

ACTIONS BY FCC

WRLP (TV) Greenfield, Mass.—Granted mod. of cp to change from ch. 58 to ch. 32, change trans. location to Bolton Rd., **Winchester, N. H.**, about 14½ mi. northeast of Greenfield; change ERP to 200 kw vis., 100 kw aur., install new ant.-trans. system and increase ant. height to 920 ft. Announced Feb. 13.

KGEZ-TV Kalispell, Mont.—Granted mod. of cp to change from ch. 8 to ch. 9, change ERP to 14.65 vis., 7.92 aur., and install new ant.-trans. system. Announced Feb. 13.

WHIZ-TV Zanesville, Ohio—Granted mod. of cp to change ERP to 14.8 kw vis., 8.13 kw aur., install new trans. and make other equipment changes; ant. 540 ft. Announced Feb. 12.

KRGV-TV Weslaco, Tex.—Granted cp to change ERP to 100 kw vis., 50 kw aur., change studio location, type trans. and make minor equipment changes; ant. 750 ft. Announced Feb. 12.

APPLICATION

KONA (TV) Honolulu, Hawaii—Seeks mod. of cp to change ERP to 60 kw vis., 30 kw aur. and change ant. system. Announced Feb. 11.

Allocations . . .

ACTIONS BY FCC

Rome, Ga.—FCC granted petition by James H. Scarborough on behalf of special committee of **Rome Chamber of Commerce** for extension of time from Feb. 1 to March 4 to file comments to notice of proposed rule-making to shift ch. 9 from Rome to Chattanooga, Tenn.

KVOL (TV) Lafayette, La.—FCC denied petition by KVOL, requesting (1) severance of conflicting proposals in notice of further proposed rule-making to allocate ch. 3 to either Lafayette or Lake Charles, La., from **New Orleans-Mobile** deintermixture rule-making proceeding in Docket 11752, and (2) extension of time from Feb. 8 to March 8 to file comments to notice of further proposed rule-making. Announced Feb. 7.

KDMN Bozeman, Mont. FCC denied April 5, 1956, petition by KDMN requesting shift of tv ch. 12 from Helena to Bozeman, and terminated the resultant rule-making proceeding in that connection.

Translators . . .

ACTIONS BY FCC

Palm Springs, Calif.—**Palm Springs Translator Station Inc.** granted chs. 70 and 72. To rebroadcast ch. 2 **KNXT (TV) Los Angeles, Calif.**, on ch. 70, and ch. 4 **KRCA (TV) Los Angeles** on ch. 72. Trans. output power 10 w. ERP to community 83 w. Estimated population to be served 13,000 to 50,000 (seasonal). P. O. address 360 N. Palm Canyon Dr., Palm Springs. Estimated construction cost for each station $5,000, first year operating cost for each station $10,000. Announced Feb. 13.

APPLICATIONS

Davis Dam, Ariz.—**Mohave County Board of Supervisors,** ch. 72 (818-824 mc) to rebroadcast ch. 2 **KLRJ Henderson, Nev.** Post office address Box 390, Kingman, Ariz. Trans output 10 w, ERP to community 80 w. Estimated population to be served 1,200. Estimated construction cost $3,250, first year operating cost $300. Announced Feb. 11.

Blythe, Palo Verde Valley, Riverside County, Calif.—**Palo Verde Valley Tv Club,** ch. 71 (812-818 mc) to rebroadcast ch. 3 **KTVK (TV) Phoenix, Ariz.**; ch. 74 (830-836 mc) to rebroadcast ch. 4 **KRCA (TV) Los Angeles, Calif.**; ch. 77 (848-854 mc) to rebroadcast ch. 2 **KNXT (TV) Los Angeles,** and ch. 80 (866-872 mc) to rebroadcast ch. 11 **KIVA (TV) Yuma, Ariz.** P. O. address Box 874, Blythe, Trans. output 10 w, ERP to community 283.5 w. Estimated population to be served 12,000. Estimated construction cost $5,580, first year operating cost $1,500. Announced Feb. 12.

Shelby, Mont.—**Shelby T.V. Club Inc.,** ch. 76 (842-848 mc) to rebroadcast ch. 7 **CJLH-TV Lethbridge, Alta., Canada.** P. O. address, % **Fred Pfannsmith,** 234 Main St., Shelby. Trans. output 10 w, ERP to community 257.6 w. Estimated population to be served 6,000. Estimated construction cost $6,061, first year operating cost $600. Announced Feb. 12.

Boise City, Okla.—**City of Boise City,** ch. 70 (806-812 mc) to rebroadcast ch. 4 **KGNC-TV Amarillo, Tex.** P. O. address % Millard Fowler, Mayor. Trans. output 10 w, ERP to community 53.9 w. Estimated population to be served 4,000. Estimated construction cost $5,107, first year operating cost $1,560. Announced Feb. 11.

John Day, Ore.—**John Day Valley Television Inc.,** ch. 72 (818-824 mc) to rebroadcast ch. 2 **KOBI-TV Boise, Idaho.** P. O. address % **Ronald W. Southworth.** pres., John Day. Trans. output 10 w. ERP to community 56 w. Estimated population to be served 3,500. Estimated construction cost $4,461, first year operating cost $400. Announced Feb. 12.

John Day, Ore.—**John Day Valley Television Inc.,** ch. 77 (848-854 mc) to rebroadcast ch. 7 **KIDO-TV Boise, Idaho.** P. O. address see above. Trans. output 10 w, ERP to community 56 w. Estimated population to be served 3,500. Estimated construction cost $3,908, first year operating cost $400. Announced Feb. 12.

Rock Springs, Wyo.—**Robert R. Laird,** ch. 72 (818-824 mc) to rebroadcast ch. 5 **KSL-TV Salt Lake City, Utah.** P. O. address Box 1211, Salt Lake City. Trans. output, 10 w, ERP to community 59.5 w. Estimated population to be served 12,000. Estimated construction cost $4,320, first year operating cost $800. Announced Feb. 11.

New Am Stations . . .

ACTIONS BY FCC

Camden, Ark.—**D. R. James Jr. tr/as Southern Bcstg. Co.** granted 1370 kc, 1 kw D. P. O. address % Randolph Hotel, El Dorado, Ark. Station has $75,500, first year operating cost $150,000, revenue $150,000. P. O. address 770 E. Fifth St., Reno, Nev. Studio and trans. location 1 mi. north of Elko. Geographic coordinates 40° 51′ 08″ N. Lat., 115° 45′ 42″ W. Long. Trans. and ant. RCA. Legal counsel Gordon Thompson, Reno. Consulting engineer Robert L. Hammett, San Francisco. Principals are **Donald W. Reynolds** (pres.-75%), pres.-majority owner, **KFSA-AM-TV Fort Smith, Ark.**; **KHBG Okmulgee, Okla.**; **KBRS Springdale, Ark.**; **KLRJ-TV Henderson, KORK-TV Las Vegas** and **KOLO-AM-TV Reno,** all **Nev.,** and newspapers in those cities; and **Albert E. Cahlen** (v.p.-25%), v.p.-gen. mgr., KLRJ-TV, and officer in other stations above. Announced Feb. 6.

Sheridan, Wyo.—**Harriscope Inc.** vhf ch. 9 (186-192 mc); ERP 3.08 kw visual 1.54 kw aural; ant. height above average terrain 349 ft., above ground 67 ft. Estimated construction cost $86,671, first year operating cost $83,400, revenue $94,800. P. O. address 355 North Beverly Dr., Beverly Hills, Calif. Studio location Sheridan. Trans. location Sheridan County. Geographic coordinates 44° 41′ 43″ N. Lat., 106° 54′ 12″ W. Long. Trans. Gates, ant. RCA. Legal counsel Sher, Oppenheimer and Assoc., Washington, D. C. Consulting engineer Robert M. Stillman and Assoc., Washington. Applicant owns **KTWO-TV Casper, Wyo.** Announced Feb. 11.

NEGOTIATIONS • FINANCING • APPRAISALS

BLACKBURN-HAMILTON COMPANY

RADIO • TV • NEWSPAPER

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

B H

NATION-WIDE SERVICE

already been constructed under prior authorization (Mr. James owned **KPLN Camden** whose license was cancelled by FCC) so no cost-revenue figures were included in instant application. Mr. James is 3% owner of **KELD El Dorado, Ark.** Announced Feb. 7.

Avon Park, Fla.—Paramount Bcstg. Co. granted 1390 kc, 1 kw D. P. O. address Box 989. Estimated construction cost $18,880, first year operating cost $24,500, revenue $36,000. Applicant is licensee of **WMRB Greenville, S. C.** Announced Feb. 13.

Westfield, Mass.—Westfield Bcstg. Co. granted 1570 kc, 1 kw D. P. O. address % Albert L. Capstaff, 21 Waverly Rd., Darien, Conn. Estimated construction cost $17,000, first year operating cost $40,000, revenue $50,000. Sole owner **Albert L. Capstaff** is 25% owner of **KVAS Astoria, Ore.** Announced Feb. 13.

Magee, Miss.—Southeast Mississippi Bcstg. Co. granted 1280 kc, 500 w D. P. O. address % Robin H. Mathis, Box 522, Houston, Miss. Estimated construction cost $17,887, first year operating cost $24,000, revenue $36,000. Principals are brothers **Marvin L. Mathis** (45%), **Robin H. Mathis** (15%), **Ralph C. Mathis** (15%), and **Rad W. Mathis** (12.5%). Robin H. Mathis, Ralph C. Mathis and Rad W. Mathis each owns 25% of **WCPC Houston, Miss.** Other Southeast principals is **John B. Skelton Jr.** (12.5%), chief engineer at WCPC. Announced Feb. 7.

Hamlet, N. C.—Risden Allen Lyon granted 1400 kc, 250 w unl. P. O. address Box 341, Wadesboro, N. C. Estimated construction cost $9,300, first year operating cost $15,000, revenue $20,000. Mr. Lyon is 50% owner of **WADE Wadesboro.** Announced Feb. 7.

Murfreesboro, N. C.—Agricultural Bcstg. Service, granted 1430 kc, 1 kw D. P. O. address Box 626, Suffolk, Va. Estimated construction cost $12,768, first year operating cost $35,000, revenue $40,000. Sole owner **Fred L. Hart** is 18.8% owner of **WLPM Suffolk,** owns 8% of **WGNI Wilmington, N. C.,** and is director of **WFTC Kinston, N. C.** Announced Feb. 7.

Rockwood, Tenn.—Roane Bcstg. Co., granted 580 kc, 500 w D. P. O. address Rockwood. Estimated construction cost $29,779.66, first year operating cost $34,752, revenue $48,736. Principals are equal partners **Herman Spivey,** vice pres.-stockholder at **WBMC McMinnville, Tenn.** and **Ray Spivey,** Herman Spivey's son. Announced Feb. 7.

Marshall, Tex.—Caddo Bcstg. Co., granted 1410 kc, 500 w DA-D. P. O. address 401 S. Carter St., Marshall. Estimated construction cost $14,382, first year operating cost $30,000 revenue $36,000. Principals are equal partners **Virgil E. Stone,** former manager of **KMHT Marshall,** and **J. D. Johnson,** oil refining company employe. Announced Feb. 7.

Honolulu Hawaii—Kaiser Hawaiian Village Radio Inc., granted 1040 kc, 5 kw unl. P. O. address % William Marks, 1924 Broadway, Oakland 12, Calif. Estimated construction cost $42,800, first year operating cost $50,000, revenue $100,000. Principals are industrialist **Henry J. Kaiser** (50%) and **Hal Lewis** (50%), owner of Hal Lewis Assoc., Honolulu, station representative firm, and disc jockey on **KGU Honolulu.** Announced Feb. 7.

APPLICATIONS

Arab, Ala.—Marshall County Bcstg. Co., 1380 kc, 1 kw D. P. O. address Box 17, Huntsville, Ala. Estimated construction cost $13,882, first year operating cost $18,000, revenue $24,000. **Joseph B. Falt** (66⅔%) and **John Garrison** (33⅓%), own **WFUN Huntsville.** Mr. Falt also owns **WAJF Decatur, Ala.** Announced Feb. 13.

Calera, Ala.—Marion P. Jones, K. H. Jones and **Elizabeth Jones Smith d/b as Shelby County Bcstg. Co.** 1370 kc, 1 kw D. P. O. address % Marion P. Jones 1208 Comer Bldg., Birmingham, Ala. Estimated construction cost $16,500, first year operating costs $24,250, revenue $31,000. Mrs. Smith, real estate manager, will own 98%; K. H. Jones, stock broker, and M. P. Jones, employe Alabama Educational Television Commission, will be 1% owners. Announced Feb. 11.

Tucson, Ariz.—W. H. Hansen and **Paul M. Ward,** partnership, 690 kc, 250 w D. P. O. address Box 1058, Eureka, Calif. Estimated construction cost $10,300, first year operating cost $35,000, revenue $50,000. Mr. Hansen (90%) owns **KDAN Eureka, Calif.** Mr. Ward (10%) is KDAN announcer-salesman. Announced Feb. 12.

San Diego, Calif.—Jack O. Gross, 1400 kc, 250 w unl. P. O. address 1185 Novara St., San Diego. Estimated construction cost $20,905, first year operating cost $204,000, revenue $216,000. Mr. Gross owns **KXOC Chico, Calif.** Announced Feb. 12.

Santa Rosa, Calif.—Joseph E. Gamble and **Lew L. Gamble** d/b as Radio Santa Rosa, 1150 kc, 1 kw DA-D. P. O. address 100 W. 21 St., Merced, Calif. Estimated construction cost $74,993, first year operating cost $90,000, revenue $108,000. Joseph Gamble owns **KJOY Stockton, KWIP Merced** and 51% of **KCMJ Palm Springs,** all **Calif.** Lew Gamble owns Akron, Ohio, theatre firm. Announced Feb. 12.

Belleview, Fla.—East and West Indies Bible Mission Inc., 1480 kc, 1 kw D, remote control trans. P. O. address Box 97, Old Town, Fla. Estimated construction cost $16,900, first year operating cost $24,000, revenue $36,000. **G. T. Bustin,** gen. dir. of East and West Indies Bible Mission Inc., and **Mrs. G. T. Bustin** will own 52%. Announced Feb. 13.

South Miami, Fla.—H. T. Parrott, R. D. Ingram and **J. W. Pickett** d/b as **South Miami Bcstg. Co.** 970 kc 1 kw D. P. O. address % Mr. Parrott, Campbellsville, Ky. Estimated construction cost $45,375, first year operating cost $50,000, revenue $80,000. Mr. Parrott, Mr. Ingram and Mr. Pickett, partners in **WTCO Campbellsville** and **WLOC Munfordville,** both **Ky.,** will be one-third partners. Announced Feb. 11.

Blakely, Ga.—Ralph N. Edwards tr/as **Earl County Bcstg. Co.,** 960 kc, 1 kw D. P. O. address Box 34, Tifton, Ga. Estimated construction cost $12,393, first year operating cost $36,000, revenue $42,000. Mr. Edwards is pres.-gen. mgr.-74% owner of **WWGS Tifton.** Announced Feb. 5.

North Atlanta, Ga.—Great Commission Gospel Assn. Inc., 1570 kc, 1 kw D. P. O. address % L. E. Latham, Box 77, Atlanta. Estimated construction cost $14,000, first year operating cost $24,000, revenue $30,000. Applicant is non-profit religious organization. Announced Feb. 5.

Fullerton, Ky.—Grady M. Sinyard, 1570 kc, 250 w D. P. O. address 5313 11th St. South Birmingham, Ala. Estimated construction cost $9,100, first year operating cost $30,000, revenue $36,000. Mr. Sinyard owns Birmingham hotel and is employed as industrial engineer with Anderson Electric Corp., Birmingham. Announced Feb. 11.

Saco, Me.—Sherwood J. Tarlow, 1440 kc, 500 w D. P. O. address % Mr. Tarlow, 99 Revere Beach Pkwy., Medford, Mass. Estimated construction cost $17,300, first year operating cost $48,000, revenue $52,000. Mr. Tarlow is employe of **WHIL Medford.** Announced Feb. 11.

Braddock Heights, Md.—Dan Weinberg and **John J. Keel** d/b as **Braddock Heights Bcstg. Co.,** 1320 kc, 1 kw D. P. O. address % Mr. Weinberg, Jefferson Blvd., Box 16 Braddock Heights. Estimated construction cost $16,469, first year operating cost $35,000, revenue $50,000. Mr. Weinberg has theatre, real estate interests. Mr. Keel, Washington, D. C., radio consulting engineer, owns 33.3% of **WCRO Johnstown, Pa.** Announced Feb. 7.

Farmington, N. M.—Bill D. Barbour and **W. M. Watson** d/b as **Farmington Bcstg. Co.,** 1280 kc, 5 kw D. P. O. address % Mr. Barbour, 244 Plaza Dr., Clovis, N. M. Estimated construction cost $26,879, first year operating cost $49,500, revenue $63,000. Mr. Barbour, manager and 50% owner **KICA Clovis,** and Mr. Watson, Clovis automobile dealer, are equal partners. Announced Feb. 13.

Salem, Ore.—W. Gordon Allen 990 kc, 250 w D. P. O. address 260 Hansen Ave., Salem. Estimated construction cost $9,200, first year operating cost $48,000, revenue $72,000. Mr. Allen owns 50%, **KTIX Seattle, Wash.,** 70% **KGAL Lebanon, Ore.,** 66.6% **KGAY Salem, Ore.,** 50% **KBAM Longview, Wash.,** and 48% **KMAR Winnsboro, La.**

Woonsocket, R. I.—Lorraine M. Salera and **Arthur L. Muskovitz** d/b as **Woonsocket Radio Co., 1550 kc, 500 w D.** P. O. address % Mrs. Salera, 25 Seventh St., Providence 6, R. I. Estimated construction cost $12,395, first year operating cost $22,000, revenue $31,000. Mr. Muskovitz is president of Auto Previews Inc, Providence advertising firm. Mrs. Salera is wife of Jack C. Salera, 32% owner of **WNRI Woonsocket.** Announced Feb. 11.

Gate City, Va.—L. C. Young tr/as **Scott County Bcstg. Co.,** 1570 kc, 250 w D, remote control trans. P. O. address 522 Broad St., Kingsport, Tenn. Estimated construction cost $550, first year operating cost $7,996, revenue $38,400. Mr. Young is employe of Kingsport funeral home. Announced Feb. 11.

Hayward, Wis.—WJMC Inc., 910 kc, 1 kw D, P. O. address Rice Lake, Wis. Estimated construction cost $18,780, first year operating cost $30,600, revenue $36,000. Principals are **Walter C. Bridges** (pres.-79%) and **Russell J. Brown** (v.p.-21%), who have same interests in **WJMC Rice Lake, Wis.** Announced Feb. 7.

Existing Am Stations . . .

ACTIONS BY FCC

KENA Mena, Ark.—Granted change from unl. to specified hours (6 a.m.-6 p.m. daily, 7 a.m.-5 p.m. Sundays). Announced Feb. 13.

WESH-TV Daytona Beach, Fla.—Granted mod. of cp to move trans. (ch. 2) in direction of Orlando, increase ERP from 1.26 kw vis., .759 kw aur., to 100 kw vis., 60.3 kw aur.; increase ant. height from 320 to 940 ft. Denied requests for hearing by **WORZ Inc.** and **Mid-Florida Television Corp.,** applicants for ch. 9 Orlando, ch. 6 **WDBO-TV Orlando,** and **WLOF Orlando.** Announced Feb. 7.

WTWA Thompson, Ga.—Granted change from unl. to specified hours (6 a.m.-7:15 p.m. daily, 7:25 a.m.-7:15 p.m. Sundays). Announced Feb. 13.

WFST Caribou, Me.—Granted increase power from 1 kw to 5 kw. Announced Feb. 7.

WCRV Washington, N. J.—Granted increase power from 250 w to 500 w, engineering condition, trans. remote control. Announced Feb. 7.

KBOM Mandan, N. D.—Granted mod. of license to change station location to Bismarck-Mandan. Announced Feb. 7.

WILA Danville, Va.—Granted cp for new am on 1580 kc, 500 w D. (Grant of Dec. 19 was set aside Jan. 16 because of contravention of 10% rule, but application has been amended to comply with rule.) Announced Feb. 7.

APPLICATION

KOKY Little Rock, Ark.—Seeks cp to increase power from 1 kw to 5 kw and install new trans. Announced Feb. 7.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—Bible Institute of Los Angeles Inc. granted 107.5 mc, 19.6 kw unl. P. O. address % **James R. Allder,** pres., 558 S. Hope St., Los Angeles. Estimated construction cost $23,935, first year operating cost $6,000, revenue $7,000. Announced Feb. 13.

APPLICATION

Babylon, N. Y.—WGLI Inc., 105.9 mc, 15 kw. P. O. address Livingston Rd. at Madison Ave., Babylon. Cost and estimated revenue incorporated in application of WGLI Inc. for new am in Babylon [B•T, Jan. 2, 1956]. Announced Feb. 11.

Existing Fm Stations . . .

ACTIONS BY FCC

WTPR-FM Paris, Tenn.—Granted request to cancel license. Announced Feb. 12.

WLEE-FM Richmond, Va.—Granted request to cancel license. Announced Feb. 12.

Richmond, Va.—Union Theological Seminary granted mod. of cp to change frequency of noncommercial educational fm to 91.1 mc. Announced Feb. 12.

WFAN (FM) Washington, D. C.—Granted cp to change ERP to 9.4 kw and change type trans. Announced Feb. 12.

Ownership Changes . . .

ACTIONS BY FCC

WAPI-WAFM (FM)-WABT (TV) Birmingham, Ala.—Granted transfer of control from **Birmingham News Co.** to **Central New York Bcstg. Corp.** through sale of 100% for $2,400,000. Control remains with **S. I. Newhouse** and family who own both Birmingham News and Central New York Bcstg. Announced Feb. 13.

KNAC-TV Fort Smith, Ark.—Seeks transfer negative control (50%) from **Salome S. Nakdimen,** administratrix estate of **Hiram S. Nakdimen,** to **George T. Hernreich** for $300 and assumption of obligations estimated in excess of $150,000. Mr. Hernreich is Fort Smith jeweler. Announced Feb. 11.

KFFA Helena, Ark.—Granted involuntary assignment of license from **J. Q. Floyd, John Thomas, Franklin** and **Sam Anderson** d/b as **The**

Continues on page 112

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RADIO

Help Wanted

Managerial

Unusual opportunity for hard hitting sales manager or station manager in metropolitan area. Box 148E, B•T.

Pennsylvania kilowatter needs an assistant manager with a solid announcing background. Job pays excellent salary with commission bonus. Last man to hold job was just promoted to station manager. Looking for young, married man with a car. Position is permanent and opportunity at managership soon. Send tape, resume, photo and salary requirements to Box 219E, B•T.

Manager wanted immediately for a radio station (1kw daytime only). Must be man with ability to sell and announce, and with experience in general operation of a radio station. Good salary and commission to right man. Send reply to Box 459E, B•T.

Aggressive sales-station manager for 500 watter soon on air in central New York. Participation and part ownership may be arranged. Box 667, Norwich, New York.

Salesmen

Experienced salesman: Best small city operation in the middle west. Kilowatt daytimer in single station market offers $400 per month guarantee for three month minimum. Incentive plan assures minimum "salary" of $300 per month even after guarantee period. Will match, dollar for dollar, up to $1,500 in new sales. Commission setup pays up to 40%. Personal interview necessary for selected applicants. Box 440E, B•T.

Morning man—salesman for small, fast growing southeast Florida cost network fulltime am. Good account list. Salary and commission average $115 weekly past two years. Management and tv potential. Box 477E, B•T.

Account executive for music-news. Guarantee $125.00 per week (not draw), or 15% whichever is greater. No ceiling on earnings. Number one Pulse station. No restricted list. Two other salesmen presently making $12,000 per year. Send full information to Box 479E, B•T.

Experienced, dependable salesman wanted by leading station, a 5000 watt fulltime, in midwest city of 55,000 persons. Competitive market but station has fine organization to support salesman's efforts. Guaranteed weekly draw against commission percentage. Good man can earn $5,200-$6,000 first year and more in second. Tell all about yourself and wark record, with references, in first letter. Box 570E, B•T.

Wanna make money! We need two "live wire" salesmen who would like to sell Storz-Nomac type programming; in market of 150,000, fourth largest in state. Tremendous guarantee against top commissions—it's up to you—announcing ability preferred, but accent on sales. High pressure: Don't bother! Rush complete resume and short tape. Box 591E, B•T.

Salesman, assistant manager. We want a man with considerable small market experience and an excellent sales record as our number two man in a single station city of 21,000. Excellent opportunity for advancement with successful six station organization. Good programming, excellent coverage, fulltime, plus proposed new remote studios in nearby town of 18,000 makes this a tremendous proposition. Ideal living conditions, plenty of sunshine, Texas Gulf Coast area. Tailored pay plan consisting of salary, commission and override should earn a realistic $6,000 to $8,000 first year. Full details first letter. Box 619E, B•T.

Salesman. Guarantee against twenty percent. KWIN, Ashland, Oregon.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for man with minimum six months experience. Salary: $75.00 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunity for advancement within chain. Send resume and tape. Box 678C, B•T.

Midwest kilowatt indie needs announcer for experienced and mature staff. Opportunity to work with local news if interested, however not required. $325 monthly start. Box 295E, B•T.

Illinois kilowatt wants experienced announcer age 25 to 40 with several years of solid commercial experience for staff announcing position. News gathering and writing ability helpful. Liberal bonus, sick benefits, pension plan, with well-established independent. State age, education, experience in detail, references. Personal interview required. Box 474E, B•T.

$150 a week—for DJ with enthusiasm in voice. Rhyming intros. Breezy glib delivery, but not rock 'n' roller. Wanted by midwest station. Box 542E, B•T.

Wanted: Midwest kilowatt wants experienced midwesterner for staff duties. Must be capable of upholding our good name. We'll pay for right man. Send details and expected starting salary to Box 578E, B•T.

5kw independent, top southeastern market, needs mature morning man who can step into top-rated period and produce results for advertisers. Our man must have distinct, positive personality that will cause comment and attract listeners. Submit tape, resume, earnings record. Tapes returned promptly. Box 609E, B•T.

Need experience: Do you read well? Have good voice? Kansas daytimer pays well for beginners, plus sales commission if you can sell. Box 614E, B•T.

Good basic pop announcer with first class ticket. We are interested primarily in announcing ability, engineering work limited two night transmitter watch weekly. Starting salary $90, weekly, talent, yearly performance bonus, hospitalization, paid vacation and opportunity to advance with successful station organization. Ideal living conditions, lots of sunshine, only station in town of 21,000, Texas Gulf Coast area. Box 618E, B•T.

Immediate opening radio and tv announcing, midwest, 5 kw am full power tv. Box 620E, B•T.

Sportscaster-announcer with play-by-play experience will be needed soon by sports-minded northwestern Pennsylvania station. 40 hour week and extra talent on sports shows. Give salary requirements and full background and references in first letter. Write Box 624E, B•T.

Need two announcers, one radio, one television. Also need newsman for combined radio-television job. Must be able to prepare and deliver on camera. Send tape, picture, background information, references and salary requirements first letter. Box 635E, B•T.

KODY, North Platte, Nebraska, needs top announcer with first class license. Excellent salary. Emphasis on announcing. Progressive NBC outlet. Contact John Alexander.

Announcer for progressive and independent station. Send tape and details immediately to: Manager, WAGR, Lumberton, North Carolina.

Progressive good music station has unlimited advancement for young man with potential to learn business. Minimum salary. WATG, Ashland, Ohio.

RADIO

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced announcer. Personal interview necessary. Lee Jylha, WBCM, Bay City, Michigan.

Now! Capable, homey, morning man, to operate board, gather, write and edit news. Top pay for top help. Medium market kilowatt indie. Forty hours. Send tape, photo, resume, or phone collect within 500 miles. WCEN, Mt. Pleasant, Michigan. Phone Spring 3-3171.

Experienced morning man to specialize in local and wire news, sports, markets. Top pay for top ability. WCMY, Ottawa, Illinois.

Announcer. Experienced, for radio and television, CBS-ABC affiliate. Requirements: Good education, proven ability, suitable references as to character and stability, age: 23-40 years. Immediate opening; good pay; personal interview by appointment necessary. W. P. Williamson, Jr., Write or phone: STerling 2-1145, WKBN-AM-FM-TV, Youngstown, Ohio.

Radio announcer, WKDA, Nashville, Tennessee. Top Hooper in market. Need air salesman who knows how to follow orders and carry out station policy. Send tape and resume of experience to H. L. Glascock, WKDA, Nashville, Tennessee.

Have immediate opening for two announcers. Station opening March fifteenth. Contact WKEN, Box 549, or phone 7630, or 5797, Dover, Delaware.

Combo man with first phone . . . emphasis on announcing. Send tape, recent photo and resume of past experience. . . . WMIC, Monroe, Michigan. . . . Tape will be returned.

Good announcer—must have good voice—no regional accent. Quick native intelligence, humor, education and experience. Up to $100 weekly to start for responsible man with initiative and imagination. Opportunity to try new ideas. Personal interview necessary. Tape, resume to WPVL, Painesville, Ohio.

Experienced? Hired! Sell tux. Phone WTAY, Robinson, Illinois.

Wanted: Two announcers with first class ticket. Write Box 485, Aberdeen, Maryland.

Immediate opening for good reliable announcer. Prefer man with first class ticket or combination copywriter or announcer and salesman. Send complete information, tape. Robert J. Bodden, General Manager, WSWW, Plattville, Wisconsin.

Technical

Wanted: 1st phone combo man for Delaware station. Box 557E, B•T.

Chief engineer—experienced and technically proficient chief wanted for top station in major Rocky Mountain metropolitan market. Excellent salary, opportunity for good man. Send full particulars, resume to Box 571E, B•T.

First phone operator February 25th. New England fulltime regional. State experience and references first letter. Box 593E, B•T.

First phone announcer—chief engineer, 500 watt California bay area indie. Send references-tape. Box 625E, B•T.

Man with engineer experiencing re do work of Chief. Must be good announcer and able to maintain equipment. KSIL, Silver City, New Mexico.

Combo man, emphasis on announcing. Send tape and details immediately to: Manager, WAGR, Lumberton, North Carolina.

First phone operator. Immediate opening. Full particulars first letter. WASA, Harve de Grace, Maryland.

First phone operator, 1000 watt. Opening now. Write details. WBEC, Pittsfield, Mass.

Wanted immediately—combination engineer-announcer must have a first class ticket. Good salary. Send your tape and data to L. Lansing, WBRV, Radio, Boonville, New York.

Wanted: Experienced combination 1st phone engineer-announcer. Immediate opening, 1000 watt daytime. WENC, Whiteville, N. C.

RADIO

Help Wanted—(Cont'd)

Technical

Engineer, first class ticket for remote control station with new Collins equipment. Contact Roland Potter, 4-7394, WHBG, Harrisonburg, Virginia.

Engineer—first class license for radio and television. CBS-ABC affiliate. Requirements: Good education, suitable ability and satisfactory references as to character and stability. Age: 23-35. Personal interview by appointment necessary. W. P. Williamson, Jr., write or phone STerling 2-1145, WKBN-AM-FM-TV, Youngstown, Ohio.

Mature, responsible, experienced engineer-announcer for work at beautiful mountain fm transmitter. Single man. Car necessary. Starting pay $70.00 per week plus comfortable quarters and excellent meals. Responsible job with future. Send photo, references, full resume experience and interests. WMIT, Charlotte, N. C.

Combo—or announcer interested in engineering needed within 30 days at WNNT, Warsaw, Virginia. Daytime steady employment.

WONW, Defiance, Ohio, has opening for first class engineer. Excellent opportunity for right man. Forward full information to Glenn R. Thayer.

Programming-Production, Others

Record programmer. For large midwest radio operation to organize brand new record library, contact record sources, build stocks, clear copywrites, and program music for increased DJ show schedule. No air work, but need someone who eats, breathes and lives records. Box 595E, B•T.

Program director for music and news station in southern California. First class ticket. Promotion ideas. Send tape and experience first letter. Box 607E, B•T.

Newsman. Experienced, for radio and television, CBS-ABC affiliate. Requirements: Good education, proven ability, suitable references as to character and stability, age: 23-40 years. Immediate opening; good pay; personal interview by appointment necessary. W. P. Williamson, Jr. Write or phone: STerling 2-1145, WKBN-AM-FM-TV, Youngstown, Ohio.

Situations Wanted

Salesmen

Salesman—copywriter. Aggressive go-getter. Now employed. Box 602E, B•T.

Pacific coast radio stations attention: Can you use salesman with extensive advertising and selling experience? Then contact daily newspaper advertising manager, who is switching to radio. Can double in news and continuity if you desire. Box 632E, B•T.

Salesman-announcer, experienced, mature voice, articulate, aggressive, write hard sell copy. Prefer south. Available immediately. Jerome Benjamin, 346 N.E. 27th Street, Miami, Florida.

Announcers

Personality-DJ—strong commercials, gimmicks, etc., run own board. Steady, eager to please. Go anywhere. Box 109E, B•T.

Wanted: A break getting started as announcer. No experience, but excellent training. Strong on sports, good preformance with commercials, news, records. Box 529E, B•T.

Announcer, Negro. SRT grad. Little experience, lots ambition. Strong commercial, DJ. Tapes available. Box 532E, B•T.

Announcer, 3rd ticket, farm editor and news. Hillbilly DJ 10 years. Hillbilly bandleader, steady employment. Box 556E, B•T.

Successful announcer—currently employed. Seeking improvement—sports preferred. Excellent references. Box 559E, B•T.

Announcer. 1st phone. 7 years experience. Resume. No tapes. $95. Box 560E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer, first phone, no maintenance, married, veteran, experienced. Box 566E, B•T.

Experienced married announcer DJ feels he is ideal for all-night pop disc show. Relaxed delivery deep rich voice. Prefer larger station. Tape on request. No obligation. Box 567E, B•T.

Announcer: 3 years experience 5 kw DJ-news—fine voice. Prefer west coast. $70. Box 610E, B•T.

Combo—1st phone—5 years radio experience—512 Hiawatha Street, Minot, North Dakota. Available February 1st. Box 575E, B•T.

Experienced morning personality wants south, central Florida position as deejay-salesman. My adlib style and radio knowledge will build sales; audience. No snowbird—want to settle nearer family. Currently employed. Make a good offer. Box 577E, B•T.

Smooth, pleasant DJ (including classics). Terrific on baseball, basketball, football, special events (Interviews: From Eisenhower down). Six years experience—three years in Chicago area. Some managerial, PD experience. University grad. Desire Los Angeles area. Box 582E, B•T.

Staff announcer: Versed in all phases of announcing. Have had own morning show on midwestern kilowatt for past year. Two years experience, married, vet, 24. Desires to relocate this Spring. Box 596E, B•T.

First class: Experienced studio, transmitter, recording, remote operation, maintenance, construction. Veteran. Box 599E, B•T.

Ex-B.B.C. broadcaster desires staff position or free-lance assignments. Anglo-American accent. Tapes available. Box 600E, B•T.

Fresh out of Rutgers and Cornell U., B.A. Know my pop, jazz, classics. Loads of education and potential. 2½ years college radio. Age 25. Combo. Please no stampeding. Tape, etc. Box 601E, B•T.

Baseball play-by-play announcer, seven years experience. Finest references. Box 603E, B•T.

Announcer—recent graduate. Deep baritone. Strong on news, "hard sell, Billboard, high excitement" material. Tape, photo. Box 605E, B•T.

Experienced sportscaster, strong on baseball, live tapes to prove. Excellent salesman. Featured in metronome as top DJ. Box 608E, B•T.

Female (young), all phases radio. Inexperienced, but ready, willing and able. Desires New York or New Jersey location. Box 611E, B•T.

Available: Former professional ballplayer. Veteran play-by-play man. College grad. Presently sports director am-tv operation. Box 612E, B•T.

First phone combo—top-flight, thoroughly experienced announcer desires to relocate with directional in southeast. No maintenance. Married, employed. Must have top pay. Write or wire. Box 615E, B•T.

Good music director—announcer, 3 years experience 5000 watt educational station. Handle all phases of operation. Desire Summer replacement position. Salary open. Box 616E, B•T.

All-around announcer, top-flight delivery, now major market, $100 minimum. Box 617E, B•T.

Personality DJ, warm, friendly style. Strong on music, news and sports. Net affiliate and indie experience. College grad. Box 622E, B•T.

Experienced play-by-play sports and news announcer. Seeking radio and tv news and sports or both. Write for details. Box 630E, B•T.

Want a personality? Here's one. Top radio-tv DJ in my area. Desire to move up. Emcee record hops, personal appearances, radio-tv. Staff ability, but rather not. Prefer radio and tv DJ shows. Will consider either. Veteran, family, references, brochure, tapes. Box 631E, B•T.

Announcer seeking permanent fulltime announcing position. Graduate of Midwestern Broadcasting school, Chicago. Married, will travel. Dale Cullen, Rt. 1, Box 190, Elkhorn, Wisconsin.

Disc jockey combo man, vet, 24, single, recently own show, 1000 watt station, good news and commercial, capable writing copy. Jack Davis, 421 Crown Street, Brooklyn, N. Y. HYacinth 3-5994.

Announcer, four years experience with first class license. Strong on sports, news. Good DJ. 28 years old, single, sober, and reliable. Available immediately. Walker Isham, 210 Commercial Street, Dayton 2, Ohio.

The Real Function of A TV-Radio Broker . . .

"I don't need anyone to help sell my station. I can do it myself."

Sometimes we get that comment from an owner; we wish him luck and fortune when the time comes, but we go quietly along our way, bringing buyers and sellers together across the country. We've been doing it for years.

Sure, properties change hands without benefit of brokers. Was the best price obtained? Was the buyer the best qualified? Was the transaction the best one from the standpoint of ultimate benefit to both parties? Only experienced negotiators can resolve those questions.

We never circulate "lists" of stations. Good properties command immediate buyers. Our job is primarily negotiating. It involves fitting a buyer to the available property by background and common interests. It means matching financial resources to a property comfortably and soundly. We know where the right buyers are, and where an owner will sell under the right circumstances.

That's our function, and we are proud of our reputation for serving broadcasters from coast to coast on that basis.

ALLEN KANDER AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

Washington
1625 Eye Street, N.W. National 8-1990

New York
60 East 42nd Street Murray Hill 7-4242

Chicago
35 East Wacker Drive Randolph 6-3688

RADIO

Situations Wanted—(Cont'd)

Announcers

Sportscaster and general announcer. Three years commercial experience in play-by-play sports, plus DJ, news, interviews, selling. Mike Love, Sports Director, WPRB, Princeton, New Jersey.

Staff and sports announcer: Experienced program and music director. Present 5000 watt station for 17 months. Interested in station regardless of size who wants new approach and ideas for strong adult audience. Strong news, music, play-by-play, third ticket, married. Prefer North. Write Glenn Martin, 833 East 22nd Street. Anniston, Alabama.

Announcing school graduate, 1st phone. Berkshire 7-6721, after 6:00 p.m. Walter Piasecki, 2219 N. Parkside, Chicago.

DJ, 1st phone, single, knows music, wishes relocation. Presently installing new equipment for present employer. Available approximately March 1st. Location not important, working conditions and salary primary, but would prefer Florida, California. Bill Taylor, Chief Engineer, WGCD, Chester, South Carolina.

Born—raised—worked—? In Florida (won't leave) —6 years experience—5 and 10 kw—DJ—news—production—sales—sports—MC. Former PD—married—all I know is radio. Write or phone 715 Ingleside Ave., phone 3457, Tallahassee. Available immediately.

Technical

Chief engineer—capable—experienced—installation—maintenance—remote control and directionals. No announcing. Box 626E, B•T.

Experienced engineer announcer available. Box 627E, B•T.

Programming-Production, Others

Things are moving too fast! Producer-music director 50,000 watt music indie wants to slow down and move south—preferably Georgia, Florida, Alabama. College grad. Former PD, production and continuity director. Complete radio experience. Excellent references. Still young and want to stay that way. Available March 15th. Write Box 572E, B•T.

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Write—Gal Friday with ideas that sell. 10 years radio experience. Presently employed. Seeks opportunity in L. A. area. For references—sample copy, write Box 592E, B•T.

Former network writer-director with administrative, selling, announcing background seeks position with progressive local station. Strong background in music, news and sports. Creative ideas for spot sales and local programming. Box 594E, B•T.

College music professor will furnish tape recorded commentary for classical music programs. Box 597E, B•T.

Production manager-director, now employed, seeks challenge in medium market and/or new station. Experienced in program and production administration, film buying. Have directed spots, shows, drama, remotes, network orginations. Can double as announcer. Box 606E, B•T.

TELEVISION

Help Wanted

Announcers

Have immediate opening for top quality tv announcer. Salary commensurate with ability. Send tape and recent photo to WBRC-TV, Channel 6, Birmingham 9, Alabama.

Technical

Miami vhf station needs three tv technicians to replace key personnel who have transferred. Must be thoroughly experienced all phases studio, remote and maintenance broadcast equipment with 1st class FCC license. Salary commensurate experience and ability. Give all details including salary desired in first letter. Apply Box 517E, B•T.

Studio engineers, with experience, for midwest vhf operation. Send resume. Box 604E, B•T.

Engineer-first phone, for tv, contact Chief Engineer, WRDW, Augusta, Georgia.

Programming-Production, Others

Medium market—openings director, continuity writer—state salary requirements—send examples of your work. Excellent opportunities—many benefits. Box 435E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Programming-Production, Others

Fine midwest vhf looking for aggressive farm director who knows midwestern farmers and what they want to hear. Excellent opportunity for right man who has ideas, good air personality and voice. Only midwestern farm men need apply. Box 628E, B•T.

Major league city needs camera director with experience calling shots on baseball games. Send fulll experience, history, permanent assignment opportunity. Box 634E, B•T.

Bookkeeper and executive secretaries needed at California vhf network tv-radio operation. Ideal medium market on California coast. Send complete details, experience, and references first letter. Department D, KSBW-TV, P. O. Box 1651, Salinas, California.

Promotion, merchandising, publicity man or woman needed immediately at KSBW Radio and Television vhf network station located on California coast. Send samples, references, resume first letter. Write Department G, KSBW-TV, P. O. Box 1651, Salinas, California.

Situations Wanted

Salesmen

Newspaper advertising executive will make you effective, responsible salesman. Broad advertising, sales, and promotion experience. Knows merchandising, market consumer research, promotion and sales development. Stable employment record. Interested in only Pacific Coast or Nevada stations. Box 633E, B•T.

Announcers

Announcer, experienced in all phases of the business, available. Box 406E, B•T.

Interested in a genuine producing Texan. . . . Gal Friday, that is, noy oil well! 2½ years "on camera." . . . Women's, cooking, children's programs. Does own copy . . . production . . . servicing. Six years previous radio experience. Not afraid of work. Who's interested? Box 573E, B•T.

Reliable on camera salesman seeks opportunity in larger market. College degree. Excellent references. Box 586E, B•T.

Three years experience radio-tv. 24, single, college graduate, draft exempt. Now at top midwest station. Strong news, sports, commercials. Prefer personal interview. Box 613E, B•T.

Technical

Position as chief engineer. Tv or Tv and Radio. Capable, mature, dependable. Experienced. Can start at once. Wire Box 585E, B•T.

Veteran: Experienced am broadcast and Army fixed station radio. Desire tv now. East coast preferred. Box 598E, B•T.

Programming-Production, Others

Tv producer-director-newscaster presently employed major market vhf desires permanent position. Full experienced all phases tv production. Two years with present employer. Box 430E, B•T.

Assistant producer-director. Film director. Experienced, efficient, accurate. Good both departments. Box 555E, B•T.

Production. Director five years radio and tv. Announcing. Prefer northeast coast. Uhf or vhf. Extremely imaginative. Low budget man. Box 562E, B•T.

Continuity director, announcer, news director, both radio-tv. Presently assistant sales promotion director 50 kw midwest. Some experience radio sales, tv commercial administration. College degree. Box 568E, B•T.

Film director—editor desires position preferably in the south. Years of experience in buying, booking, editing. Know timing, projection and equipment. Have several methods of filing features, shorts and commercials. Can take over full department with an associate that thoroughly knows the business. Box 569E, B•T.

Young man very anxious to learn tv. Will work hard. Please give me a chance. Box 574E, B•T.

Selling on film my specialty—if your station or agency interested in producing professional film commercials, here's the man to take charge. Box 581E, B•T.

Experienced—director and production manager. Seeking vhf director or production manager's job. Write for details. Box 629E, B•T.

Available immediately, practically-trained, top-flight production personnel, all categories. Call Northwest First. Northwest Radio & TV School, 1221 NW 21st, Portland 6, Oregon. Also Hollywood, Chicago, Washington, D. C.

SHIVERING?
TIRED OF FREEZING?
WANT TO WORK IN SUNNY DALLAS OR SAN ANTONIO?

KLIF in Dallas and KTSA, San Antonio, two of America's crack independents, are looking for a couple of top-notch disc jockeys with good voices and different styles. If you're good, fire a background and tape to

Gordon McLendon
2104 Jackson St.
Dallas, Texas

P. S. Also have a top-pay job for Creative Copywriter.

FOR SALE

Stations

New 250 fulltime lds area for lease. Excellent husband-wife operation. Box 523E, B•T.

For lease—or sale . . . brand new Texas 500 watt daytimer. Small market. No tv interference. Must be good operator and financially sound. Tell all first letter including financing. Box 583E, B•T.

Quality AM and VHF-TV stations available. Written inquiries invited. Ralph Erwin. Licensed Broker. 1443 South Trenton, Tulsa.

Rhode Island—$83,000; half cash. Kentucky—$65,000; half cash. Ohio—$32,000; three-fourths cash. South Carolina—$60,000; half cash. Vermont—$40,000; all cash. West Virginia—$68,500; all cash. Indiana—$150,000; one-third cash. Michigan—$100,000; half cash. North Carolina—$86,000; $10,000 cash. Write Haskell Bloomberg, Broker, Lowell, Massachusetts.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

Gain set. V. U. meter. Patch cords. Jack strip. Tools, etc. Send for list. Box 579E, B•T.

Complete fm equipment now operating. RCA 1 kw transmitter, H-P monitor, GE unilevel amplifier, two ring antenna and coax., operating daily. Transmitter, monitor and antenna, $1,995. Unilevel, $185. All $2,150 F.O.B. Great Lakes area. Box 587E, B•T.

For sale: Gates 250 watt 250-C transmitter available in thirty days will accept a reasonable offer. One Gates 52-CS studioette nearly new, $500.00. Frank Carman, KLUB, Salt Lake City, Utah.

150 self-supporting tower. Available soon. Reasonable. Write WBEC, Pittsfield, Mass.

For sale: Brand new distortion analyzer and an audio signal generator, manufactured by Hewlett-Packard, never used. In perfect condition, will sell at sacrifice. WHTB, Talladega, Alabama.

For sale: 7' by 4' Gates desk with turntable cutouts; 1 Gates 31-A speech input console with power supply; 2 Gates CB-11, 3-speed turntables; 2 Gray Mod 168-B, pickup arms with Gray 602 equalizers; 2 Gates 61-B pre-amps with power supply; 100 feet Andrew transmission line with hand pump; 300 pounds No. 10 copper wire. Item will be sold F.O.B., WICY, Malone, N. Y. Individually or solely.

REL 10kw. fm amplifier with power supply. Gates remote control unti. RCA disc recorder. 250 watt WE am transmitter. For details contact Jack Ikner. WSTP, Salisbury, N. C.

RCA-BTA-1L transmitter complete with one set tubes, crystal for 1480 kcs, wire for remote operation. Also Rust BTR-5AX remote control unit including R1-108-13A two meter panel to read modulation and frequency at studio. Power increase necessitates sale. Priced as package for $3,750, or separately, transmitter $2,950, and remote $950. Cash sale. Write or call Stanley Ray, OK Group. 505 Baronne Street, New Orleans, Louisiana.

For sale: 435 foot self-supporting Truscon Tower. Now in storage. Contact U. L. Lynch, Technical Director, Farm & Home Radio, Grand Island, Nebraska.

3 kw Federal Telephone fm transmitter with cable and monitors—$3,500.00. 150 foot self-supporting tower—$750.00. Phone C. L. Graham, Gadsden, Alabama. Liberty 6-1614.

For sale: 3 kw, RCA fm transmitter, 300 ft. transmission line, modulation frequency monitor. 4 bay side mount Andrews antenna. $4,000.00 for everything F.O.B. shipping point. Aaron N. Robinson, The Dixie Network, P. O. Box 309, Jackson, Tennessee.

WANTED TO BUY

Stations

Young man desires to purchase on finance basis, or lease with option, station in small or medium midwest market. Box 564E, B•T.

Experienced manager wants to purchase working interest in midwest 250 or 1000 watt station. Will consider other areas. Interested in permanent connection only. Will consider only management with future financial participation after proof of management qualifications. Reply: Box 589E, B•T.

Equipment

250 am transmitter, monitor and antenna. State price and condition. Box 563E, B•T.

WANTED TO BUY

Equipment

Used R.E.L. studio transmitter link. Model 707-B or similar, for 900 mc. Box 584E, B•T.

Used—two channel console (Western Electric preferred); two 3-speed turntables (Presto preferred); and two Magnecorders. Box 590E, B•T.

Wanted: 1—Magnecorder type PT6-J, or similar amplifier only, for use with PT 6-A, or PT-6-AH. WICY, Malone, N. Y.

Fm transmitter, 1-3-5-10 kw, associate equipment Edwin Kennedy, WILM, Wilmington, Delaware.

Require low band transmitters, one 500 watt and other 5 kw; television amplifiers of 20, 35, and 50 kw. Give full details, including prices. A. G. Zepeda, Apartado 1762, Mexico, D. F.

Require five fm transmitters or fm amplifiers from 250 watt up to 50 kw. Give full details including prices. A. G. Zepeda, Apartado 1762, Mexico, D. F.

Low power fm transmission equipment for educational broadcasting. George Benson, Roslyn High School, Roslyn Heights, New York.

1 kw, Channel 35, UHF equipment complete or part. Box 555, Fort Smith, Arkansas.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N. W., Washington, D.C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

RADIO

Help Wanted

Programming-Production, Others

RADIO-TV NEWS RELATIONS

Progressive industrial company has a position in its New York City Headquarters for a college graduate, age 33-42, to handle company news relations with the radio and television outlets. We want a man who has character and integrity, who can write, who presently is successful but would like to use this position as a stepping stone to other areas of public relations. Please forward complete resume including starting salary required to

Box 561E, B•T

ADVERTISING AGENCIES

Help Wanted

Salesmen

ADVERTISING AGENCY RADIO-TV SALESMAN

Experience in servicing and some selling of accounts essential. Must be good idea man and know Radio-TV thoroughly.

Will direct work of TV copywriter and work with top-notch artist.

Agency presently situated in upstate New York. Salary open. Future limited only by your ability to service accounts effectively, prepare and present proposals for new and increased business.

A good chance to go places in a growing department of a well-established agency.

Write fully, enclosing photo if you have one.

Box 565E, B•T

RADIO

Situations Wanted

Announcers

PRESCRIPTION: **For Sad Station Managers with "Unhappy Hoopers, Poor Pulses and Anemic Nielsens!" Daily shots by No. 1 Show Surgeon now in major metropolitan market. Holder of D.D.J. and A.S. Degrees (Doctor of Disc Jockeying and Air Salesmanship). Have instruments, (hit records), will travel.**

Box 621E, B•T

Technical

CHIEF ENGINEER

RADIO-TELEVISION-COMMUNICATIONS

Broad technical and administrative experience both domestic and foreign. Expert system and plan design, installation operational supervision.

Box 580E, B•T

TELEVISION

Situation Wanted

Salesmen

TV SALES

Sincere and honest person would appreciate interview with employer who understands and wants loyalty in their employees. Need a sizeable income potential to make change. Please give your station call letters and address when answering. Currently employed as very successful Sales Manager.

Box 576E, B•T

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

EMPLOYMENT SERVICES

TOP JOBS—TOP PEOPLE

We have, or will find, just the person or job you're looking for.
Contact M. E. Stone, Manager . . . .
NATIONAL RADIO & TELEVISION EMPLOYMENT SERVICE
5th floor, 1627 'K' St. NW.
Washington, D. C.—RE 7-0343

Continues from page 106

Helena Broadcasting Co. to **J. Q. Floyd, Sam W. Anderson** and **Deasdia A. Franklin,** administratix of estate of John T. Franklin, deceased. Each is equal partner. Announced Feb. 12.

KVOR Colorado Springs, Colo.—Granted assignment of license from **Riggs & Greene Inc.** to **Dunbar Bcstg. Inc.,** for $142,001. One-third partners in latter are **James Dudley,** freelance announcer; **George Furth,** furniture sales representative, Berne, Ind., and Pres. **Charles Dunbar,** sales manager, **WERE Cleveland, Ohio.** Announced Feb. 7.

WISH-AM-TV Indianapolis, WANE-WINT (TV) Fort Wayne, both **Ind.; KOTV (TV) Tulsa, Okla.; KGUL-TV Galveston, Tex.**—Granted relinquishment of positive control by **John Hay Whitney** to **J. H. Whitney and Co.** New voting policy. No change in control. Announced Feb. 12.

WMAR-TV Baltimore, Md.—Granted involuntary transfer of control from **Harry C. Black, deceased; Paul Patterson, deceased; James C. Fennagen, deceased; John E. Semmes and Edwin F. Morgan, trustees under voting trust agreement** to **Mr. Semmes, Mr. Morgan, William F. Schmick, Thomas B. Butler and Gary Black, voting trustees.** They vote 93.9%. Announced Feb. 12.

WMGT-TV Adams, Mass.—Granted assignment of cp from **Greylock Bcstg. Co.** to **Hudson Valley Bcstg. Co. (WROW-WCDA [TV] Albany, WCDB [TV] Hagaman,** both **N. Y.)** for $379,206. **Frank M. Smith,** pres.-18% owner of Hudson Valley, is 33⅓ owner of **WCNS (TV) Baton Rouge, La.,** ch. 40 permittee. **Lowell J. Thomas,** radio-tv commentator, owns 21% of Hudson Valley; **Alger B. Chapman,** Troy, N. Y., Representative to U. S. Congress, owns 8%, and **John P. McGrath,** New York lawyer, 7%. Announced Feb. 7.

KNEM Nevada, Mo.—Granted acquisition of positive control by **Kenneth E. White** through purchase of 52% stock from **John Blake and Minnie Sparks Blake** for $26,000. Mr. White will own 100%. Announced Feb. 13.

KOAT-TV Albuquerque, N. M.—Granted transfer of positive control (100%) from **Walter J. Stiles** *et al* to **Clinton D. McKinnon** for about $718,500, including obligations to be assumed. Mr. McKinnon controls *North Shores Sentinel,* San Diego, and *Coronado Journal,* both Calif. weeklies, and owns 25% of **KVOA-AM-TV Tucson, Ariz.** He is former licensee of **KCBQ San Diego.** Announced Feb. 7.

WPET Greensboro, N. C.—Granted assignment of license from **Wayne M. Nelson** to **Guilford Adv. Inc., Greensboro,** for $125,000. **Hugh E. Holder,** pres.-25% owner of Guilford Adv., formerly owned **WTIK Durham, N. C.** Announced Feb. 13.

WMGW-AM-FM Meadville, Pa.—Granted assignment of licenses from **Meadville Bcstg. Service Inc.** to **Regional Bcstrs. Inc.** for $99,600. Regional Bcstrs. is 50% owned by **William H. Rich,** former account executive, **WINS New York,** and 50% by **American Business Enterprises Ltd., New York.** Latter is owned by **Alastair B. Martin** and family and has interests in record manufacturing firm and clinical testing laboratory. Announced Feb. 13.

WRAK-AM-FM-TV Williamsport, Pa.—Granted assignment of license from **WRAK Inc.** to **WGAL Inc. (J. Hale** and **John F. Steinman** interests) for $125,000. Steinman family owns **WGAL-AM-FM-TV Lancaster. WEST-AM-FM Easton, WLEV-TV Bethlehem, WORK York, WKBO Harrisburg** and **WRAW Reading,** all **Pa., and WDEL-AM-FM Wilmington, Del.** Announced Feb. 7.

KWHO Salt Lake City, Utah—Granted assignment of license from **Reese C. Anderson and G. W. Peck d/b as Radio Station KWHO** to **Mr. Anderson** through sale of 30% for $5,000. Announced. Feb. 12.

KBAM Longview, Wash.—Granted assignment of license from **W. Gordon Allen and John Truhan d/b as Altru Bcstg. Co.** to **KBAM Inc.** Corporate change. No change in control. Announced Feb. 12.

APPLICATIONS

WJDB Thomasville, Ala.—Seeks transfer of license from **J. Dige Bishop** to **WJDB Radio Inc.** Corporate change. No change of control. Announced Feb. 13.

KLYR Clarksville, Ark.—Seeks assignment of cp from **Pat Spencer Goolsby and Chester Wilkerson d/b as Peach County Radio** to **Roy Forrester and Reece Adkison d/b as Clarksville Radio Bcstrs.** for $11,520. Mr. Forrester owns Morrilton, Ark., appliance firm and Mr. Adkison Russellville, Ark., tv sales-service firm. Announced Feb. 11.

WPTX Lexington Park, Md.—Seeks transfer of control from **William J. Thomas, Stanley Graziadio, Joseph Connolly** and **Joe Milsop** to **James S. Beattie** and **Arthur A. Snowberger** for $14,500. Mr. Beattie owns advertising agency Washington, D. C. Mr. Snowberger is manager **WOOK** and **WFAN (FM)** Washington. Announced Feb. 11.

WACR Columbus, Miss.—Seeks assignment of license from **J. W. Furr** to **James W. Eatherton** for $60,000. Mr. Eatherton is former sales manager of **WCBI Columbus, Miss.** Announced Feb. 11.

WQMC (TV) Charlotte, N. C.—Seeks assignment of cp from **Hugh A. Deadwyler** to **Century Adv. Co.,** Charlotte. Mr. Deadwyler will be pres.-49.5% owner. **Frank P. Larson Jr.,** owner of local firm representing manufacturers of electrical construction materials, will be secy.-treas.-49.5% owner. Announced Feb. 11.

KOB-AM-TV Albuquerque, N. M.—Seeks transfer of control from **Time Inc.** and **Wayne Coy** to **KSTP Inc.,** through sale of 100% for $875,000. Buyer is licensee of **KSTP-AM-TV St. Paul, Minn.,** owns 23% of **KWK-AM-TV St. Louis, Mo.,** and 23%, **WGTO Haines City, Fla.** Announced Feb. 12.

WNYS Salamanca, N. Y.—Seeks assignment of cp from **Luther M. Schaeffer, Marion G. Schaeffer, Warren A. Schaeffer, Hannah M. Schaeffer, Carl L. Schaeffer, Lily S. Pursell,** and **George D. Pursell** to same, deleting Warren Schaeffer, deceased.

KNEW Spokane, Wash.—Seeks transfer of control from **Scripps League Newspapers Inc., Burl C. Hagadone** and **Harry Henke Jr.** to **Mount Rainier Radio & Television Bcstg. Corp.,** through sale of 100% for $422,649. Mount Rainier is licensee of **KJR Seattle, Wash.; KXL Portland, Ore.,** and **KHMO Hannibal, Mo. Lester M. Smith** and **Lincoln Dellar** are co-owners of Mount Rainier. Latter owns **KXOA-AM-FM** and **KCCC-TV Sacramento, Calif.** Announced Feb. 12.

Hearing Cases . . .

FINAL DECISION

KALI Pasadena, Calif.—FCC by memorandum opinion and order of Feb. 13 denied (1) motion by KALI to quash Commission's May 1, 1956 order to show cause why KALI license should not be modified to eliminate overlap between contours of KALI and proposed operation of **Cerritos Bcstg. Co., Signal Hill, Calif.,** and (2) petition by Cerritos for review of examiner's denial to amend its application for new am station which is in consolidated hearing with **Albert John Williams, Inglewood,** and **Palomar Bcstg. Co., Escondido,** both **Calif.,** also seeking new ams. Announced Feb. 13.

INITIAL DECISION

WWBZ Vineland, N. J.—Hearing Examiner James D. Cunningham issued supplemental initial decision looking toward grant of application of WWBZ for renewal of license. Announced Feb. 11.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian broadcast stations modifying appendix containing assignments (Mimeograph 47214-3) attached to recommendations of North American Regional Broadcasting Agreement engineering meeting Jan. 30, 1941.

Canadian Change List #108 **Jan. 14, 1957**

730 kc

CKAC Montreal, Que.—50 kw DA-1 unl. Class II, 10-15-57.

1130 kc

CKWX Vancouver, B. C.—50 kw DA-N unl. Class I-B, 10-15-57.

1150 kc

CKSA Lloydminster, Alta.—1 kw DA-2 unl. Class III, assigned call letters.

1290 kc

CFAM Altona, Man.—1 kw DA-1 unl. Class III, assigned call letters.

1500 kc

CHUC Port Hope, Ont.—1 kw DA-D Class II, assigned call letters.

Routine Roundup . . .

February 7 Decisions

BROADCAST ACTIONS

By the Commission

Actions of February 6

WTTV (TV) Bloomington, Ind.—Granted application to move trans. (ch. 4) to point about 27 mi. northeast of Bloomington towards Indianapolis, involving certain equipment changes; subject to existing WTTV ant. being removed within 60 days following operation at new site and Commission being so advised: denied petitions for hearing by **WIBC Inc., Mid-West Tv Corp.** and **Crosley Bcstg. Corp.** (applicants for ch. 13, Indianapolis). Comr. Mack abstained from voting.

KCCC-TV Sacramento, Calif.—FCC granted protest by ch. 40 KCCC-TV to extent of designating for hearing on March 4 application of KOVR (TV) (ch. 13) Stockton, Calif. to change trans. and ant. site from Mt. Diablo, about 20 miles east of San Francisco and 35 miles southwest of Stockton, to Butte Mountain, about 80 miles east of San Francisco and 40 miles northeast of Stockton, increase ERP to 316 kw vis. and 158 kw aur., and change type trans. and ant.; made KCCC-TV, who protested Nov. 8 grant (stayed Jan. 2) party to proceeding. KCCC-TV's petition requesting reconsideration of commission's actions returning its tendered application for ch. 13 and denying comparative consideration with KOVR's application for license will be acted upon at later date.

City of Butte, Butte, Mont.—Is being advised, that application for a new tv translator station to operates on ch. 70 indicates necessity of a hearing.

KELS (FM) Nacogdoches, Texas—Granted SCA to render supplemental service on simplex basis.

KYW Cleveland, Ohio—Granted change from non-DA to DA-1 engineering conditions.

WBCU Union, S. C.—Granted change from unl. to specified hours (5:30 a.m. to 7:30 p.m. daily 6:55 a.m. to 7:30 p.m. Sundays).

KIHO Sioux Falls, S. D.—Granted change from DA-1 to DA-N, engineering condition.

Washington Bcstg. Co. Manassas, Va.; O. K. Bcstg. Corp. Triangle, Va.; Prince William Bcstg. Co. Manassas, Va.—Designated for consolidated hearing applications for new am stations on 1460 kc. 500 w. D.

WAYE Dundalk, Md.—Designated for hearing application to change station and studio location to Baltimore, Md.

KBBA Benton, Ark.—Is being advised that application for assignment of license from **C. Lavelle Langley, James B. Branch, Jr.,** and **Roy M. Fish,** to **Langley** and **Sam Preston Bridges,** d/b as **The Benton Bcstg. Service,** indicates necessity of hearing. Comrs. Doerfer and Craven voted for grant.

WBBR Brooklyn, N. Y.—FCC by memorandum opinion and order (1) dismissed protest filed by **WCRB-AM-FM Waltham, Mass.,** directed against Dec. 12, 1956, grant of assignment of license of WBBR from **Watchtower Bible & Tract Society of New York Inc.,** to **Tele-Broadcasters of New York Inc.** and (2) granted petition for reconsideration of same action filed by **WEVD New York** to extent of designating application for oral argument on Feb. 25; postponed effective date of Dec. 12 grant pending determination in oral argument proceedings; and further ordered that in event assignment has been consummated, parties shall have until March 8 to reassign license to Watchtower.

KWSC Pullman, Wash.—Set aside Jan. 17 grant of renewal of license pending resolution of questions raised in connection with pending application for modification of license for unlimited time operation.

Following were granted renewal of licenses:

KSPA Santa Paula, Calif.; KSMU (FM-Ed), Dallas, Tex.; KRUL Corvallis, Ore.; KFRD Fairbanks, Alaska; KGON Oregon City, Ore.; KISW (FM), Seattle, Wash.; KJUN, Redmond, Oreg.; KIBH, Seward, Alaska; KFMU (FM), Glendale, Calif.: KTEC (FM-Ed) Oretech, Oreg.; KAYE Puyallup, Wash.

February 7 Applications

ACCEPTED FOR FILING

Modification of Cp

KVSO-TV Ardmore, Okla.—Seeks mod. of cp to extend completion date to 9-6-57.

WIUS Christiansted, V. I.—Seeks mod. of cp to extend completion date.

February 11 Decisions

By Hearing Examiner Hugh B. Hutchison

Volusia County Bcstg. Corp., Daytona Beach, Fla.—Granted petition for leave to amend its am application to specify new trans. site and to substitute new proposed program schedule and related material, and application as amended is removed from hearing docket and returned to processing line; prehearing conference and hearing scheduled for Feb. 12 and 19 are cancelled. Action Feb. 11.

By Hearing Examiner H. Gifford Irion

Charles W. Dowdy Tifton, Ga.; Thomas D. Pickard Ashburn, Ga.—Upon oral request of Mr. Dowdy and Mr. Pickard, continued from Feb. 14 to March 21 hearing on their am applications. Action Feb. 8.

February 12 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of February 8

WOAK (FM) Royal Oak, Mich.—Granted license for non-commercial educational fm.

Following were granted extensions of completion dates as shown: **WAGA-TV Atlanta, Ga.,** to 3-10; **WNOK-TV Columbia, S. C.,** to 8-25.

Actions of February 7

WDDY Gloucester, Va.—Granted license for am station.

WFAX Falls Church, Va.—Granted license covering increase power and install new trans.

WWWW Rio Piedras, P. R.—Granted cp to change ant.-trans. location (same city).

WMMA Miami, Fla.—Granted mod. of cp to change ant.-trans. and studio location.

WIUS Christiansted, V. I.—Granted extension of completion date to 6-24.

Actions of February 6

KRUN Ballinger, Tex.—Granted extension of permission to sign off at 7 p.m. (local time) daily, except during special events, for additional 90 days beginning March 1, to allow time for preparation and filing of formal application for specified hours.

KBRZ Freeport, Tex.—Granted permission to sign off at 6 p.m. during February through September except for special events, in order to

maintain hours of operation as uniform as possible.

KRCK Ridgecrest, Calif.—Granted license for am station.

WRUS Russellville, Ky.—Granted cp to replace expired cp which authorized change frequency from 800 kc to 610 kc and decrease power from 1 kw to 500 w; condition.

KVOC Casper, Wyo.—Granted cp to move ant.-trans. location and operate trans. by remote control.

Following were granted extensions of completion dates as shown: **WENS (TV) Pittsburgh, Pa.**, to 8-9; **KGEO-TV Enid, Okla.**, to 8-14; **WISC-TV Madison, Wis.**, to 8-7; **KLOR (TV) Portland, Ore.**, to 5-23; **KTAG-TV Lake Charles, La.**, to 7-9; **WDHF Chicago, Ill.**, to 9-5.

Actions of February 5

KUMV-TV Williston, N. D.—Granted STA to operate commercially on ch. 8 for period ending March 18.

KUMA Pendleton, Ore.—Granted license covering change of facilities, install new trans. and DA; conditions.

WEJL Scranton, Pa.—Granted permission to sign off at 5:45 p.m. EST, during those days in April when DST is in effect, and at 6 p.m. EST, during remaining months (May through Aug.) of current license period. (Supplemental request will be filed at appropriate time with respect to Sept.)

KXLF Butte, Mont.—Granted cp to install new trans., change studio location and operate trans. by remote control.

WEAM Arlington, Va.—Granted cp to make changes in DA-D and change from DA-1 to DA-2.

WAAM (TV) Baltimore, Md.—Granted cp to make changes in facilities, change studio and trans. location, change type ant., and make other equipment changes; ant. 733 ft. tower facilities to be shared with **WBAL-TV** and **WMAR-TV**, both Baltimore.

Following were granted extensions of completion dates as shown: **KOOK-TV Billings, Mont.**, to 4-20; **WDSU-TV New Orleans, La.**, to 3-20; **KSPS (TV) Hot Springs, Ark.**, to 8-13; **WAGA-TV Atlanta, Ga.**, to 5-10; **KWGB-TV Goodland, Kan.**, to 5-20; **WTVD (TV) Durham, N. C.**, to 8-23; **KLVI Vivian, La.**, to 4-9; **WVET Rochester, N. Y.**, to 5-19, conditions.

Actions of February 4

WFBR Baltimore, Md.—Granted license covering install old main trans. as aux. trans., and increase power from 1 kw to 5 kw.

WJCM Sebring, Fla.—Granted license covering change of facilities and install new trans.

Following were granted extensions of completion dates as shown: **WARM-TV Scranton, Pa.**, to 8-11; **WLOS-TV Asheville, N. C.**, to 4-15.

Action of January 30

WTWV (TV) Tupelo, Miss.—Granted STA to operate commercially on ch. 9 for period ending Aug. 1.

February 11 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **WAGA-TV Atlanta, Ga.**, 3-10.57; **WWTV (TV) Cadillac, Mich.**; **WJIM-TV Lansing, Mich.**, 9-57; **WAIM-TV Anderson, S. C.**, 7-25-57.

License to Cover Cp

KGMS Sacramento, Calif.—Seeks license to cover cp which authorized change hours, change trans. and studio location, type ant.-trans.

WKRS Waukegan, Ill.—Seeks license to cover cp which authorized new trans.

WLOB Portland, Me.—Seeks license to cover cp which authorized new am.

WHIT New Bern, N. C.—Seeks license to cover cp which authorized new trans.

WAEL Mayaguez, P. R.—Seeks license to cover cp (expired cp) to change frequency, increase power, install new trans. and ant., and change ant.-trans. location.

KCAR Clarksville, Tex.—Seeks license to cover cp which authorized new trans.

WOAK (FM) Royal Oak, Mich.—Seeks license to cover cp which authorized new non-commercial educational fm.

KELO-TV Sioux Falls, S. D.—Seeks license to cover cp which authorized specify studio location as 220 N. Phillips Ave., Sioux Falls in lieu of Eighth St. and Phillips Ave.

WKBT (TV) La Crosse, Wis.—Seeks license to cover cp which authorized change facilities.

KBET-TV Sacramento, Calif.—Seeks license to cover cp which authorized new tv.

WHMI Howell, Mich.—Seeks license to cover cp which authorized new am.

Renewal of License

WNHC-FM New Haven, WSTC-FM Stamford, both Conn.; **WEEI-FM Boston, WHDH-FM Boston, WBET-FM Brockton, WHAI-FM Greenfield, WBSM-FM New Bedford, WBEC-FM Pittsfield**, all Mass.; **WTMH (FM) Providence, R. I.**

February 12 Decisions

ACTIONS ON MOTIONS

By Commissioner Richard A. Mack

Channel 16 of Rhode Island Inc. Providence, R. I.—Granted petition for extension of time to Feb. 18 to file exceptions to initial decision re-application of **Cherry & Webb Bcstg. Co.**, for cp for new tv on ch. 12 in Providence, and for STA. Action Feb. 12.

By Chief Hearing Examiner James D. Cunningham

Cicero P. Yow; WKLM Wilmington, N. C.—Granted petition of Mr. Yow to extent that it seeks dismissal of his application and denied in other respects; application is dismissed, and application of WKLM is retained in hearing status. Action Feb. 8.

By Hearing Examiner Herbert Sharfman

W. T. Porter, Bath, Me.—On oral request, and without objection by Broadcast Bureau, ordered that record re am application of Mr. Porter is re-opened, and that further hearing is scheduled for Feb. 14. Action Feb. 11.

WGMS Bethesda, Md., and **WGMS-FM Washington, D. C.**—Ordered that further hearing is scheduled for Feb. 13, in matter of assignment of licenses and cp. Action Feb. 11.

February 12 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates: **KDCO Ridgecrest, Calif.**; **KOOS Coos Bay, Ore.**; **WPCC Clinton, S. C.**; **KBBC Centerville, Utah**; **WBLK Clarksburg, W. Va.**

License to Cover Cp

WCRB Waltham, Mass.—Seeks license to cover cp which authorized increase power and install new trans.

KSHS (FM) Colorado Springs, Colo.—Seeks license to cover cp which authorized new non-commercial educational fm.

February 13 Decisions

BROADCAST ACTIONS

By the Commission

Gold Coast Bcstg.; Gold Coast Radio, Pompano Beach, Fla.—Designated for consolidated hearing applications for new am stations on 1470 kc, 5 kw DA-D.

Licenses Renewed

KCMC-AM-FM Texarkana, Tex.; **KHFS Vancouver, Wash.**; **KENO Las Vegas, Nev.**; **KFIR North Bend, Ore.**; **KRMW The Dalles, Ore.**; **KAHU Waipahu, Hawaii**; **KASH Eugene, Ore.**; **KVWO Cheyenne, Wyo.**; **KIFW Sitka, Alaska**; **KTEL Walla Walla, Wash.**

George A. Mayoral and Wm. Cortada, partnership; **Portorican-American Bcstg. Co., Ponce, P. R.**—Designated for consolidated hearing competing applications for new tv stations on ch. 7.

Texas Technological College; C. L. Trig, Lubbock, Tex.—Designated for consolidated hearing competing applications for new tv stations on ch. 5; denied request of Texas Technological College for extension of time to file additional information.

WMUR-TV Manchester, N. H., and **Storer Bcstg. Co.**—Are being advised that application to change trans. location from 6.6 mi. west of Manchester to about 30.5 mi. southeast of Manchester and about 20 mi. from nearest city limit of Boston, Mass., increase vis. ERP to 316 kw, change type trans., etc., and contingent application to transfer control from Francis P. Murphy to Storer Bcstg. Co., indicate necessity of hearing; also advised that any grant for consent to transfer control would be conditioned that transfer not be consummated until Storer disposes of all interest in **WAGA-TV Atlanta, Ga.** Chairman McConnaughey and Comr. Doerfer voted for grants. Announced Feb. 13.

February 13 Applications

ACCEPTED FOR FILING

Modification of Cp

Following seek mod. of cp to extend completion dates as shown: **WLWA (TV) Atlanta, Ga.**, 3-10-58; **WYOB-TV Winston-Salem, N. C.**, 9-3-57; **KUMV-TV Bismarck, N. D.**, 5-18-57; **KFJI-TV Klamath Falls, Ore.**, 9-3-57.

RENEWAL OF LICENSE

WCRB-FM Waltham, Mass.; **WTSV-FM Claremont, WKBR-FM Manchester, WOTW-FM Nassau**, all **N. H.**; **WWON-FM Woonsocket, R. I.**

UPCOMING

February

Feb. 21-22: Second annual conference, state association presidents, Mayflower Hotel, Washington, D. C.

Feb. 22: Annual awards dinner, Voice of Democracy, Washington, D. C.

Feb. 26: RCA Consulting Engineers' Seminar, Hotel Statler, Washington, D. C.

Feb 27: United Press Broadcasters of Massachusetts, Putnam and Thurston's Restaurant, Worcester, Masss.

Feb. 27-March 1: Westinghouse public service clinic, Hotel Statler and WBZ studies, Boston.

March

March 8: Ohio Assn. of Radio and Television Broadcasters, Biltmore Hotel, Dayton.

March 10-11: Texas Assn. of Broadcasters, San Antonio.

March 13-16: Assn. of National Advertisers, spring meeting, The Homestead, Hot Springs, Va.

March 18-21: Annual convention and engineering show, Institute of Radio Engineers, Waldorf-Astoria and New York Coliseum, New York City.

March 20-21: Michigan Assn. of Radio and Television Broadcasters, Hotel Olds, Lansing.

March 20-22: Continental Advertising Agency Network, Rickey's Studio Inn, Palo Alto, Calif.

April

April 7-11: NARTB annual convention, Conrad Hilton, Chicago.

April 25-27: Annual meeting of the American Assn. of Advertising Agencies, the Greenbrier, White Sulphur Springs, W. Va.

April 25-28: Annual convention, American Women in Radio & Television, Chase Park-Plaza Hotel, St. Louis.

May

May 13-15: Aeronautical and Navigational Electronics national conference, Dayton, Ohio.

BROADCASTING TELECASTING

THE BUSINESS WEEKLY OF RADIO AND TELEVISION

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Toll Tv Test Trap

IF THE Senate Commerce Committee adopts the recommendations of its staff and urges experimental authorization of subscription television, the advocates of toll tv will have gone a long way toward winning their case.

Because their action can be so influential, we suggest that the members of the committee carefully study the staff's proposals. These proposals, however well-intended, could only lead the government and television into a trap.

In essence, the Commerce Committee staff has recommended that the FCC approve subscription television on a "test" basis. This would not be a technical test of equipment, but an actual test of operation, with the public—or at least that part of it willing to pay for tv—participating in the investment.

The committee staff says that the FCC should exert tight control over the "test" and delay a final decision on general approval of subscription tv until the "test" has proved whether it will work to the public benefit.

What the staff does not take into account is the practical difficulty of eventual disfranchisement of a system which has been established, albeit as a "test," at the very great expense that would be entailed in the introduction of subscription television.

Assume that the FCC authorizes toll tv on the "test" basis recommended by the Commerce Committee staff. Assume that one or more companies put up the considerable money necessary to (1) manufacture transmitting and receiving equipment, (2) service it and collect from the home box-offices, and, (3) buy programs good enough to persuade people to pay for them. Assume also that the public buys or leases the necessary toll devices. With that much investment committed (including substantial investment by the public) no FCC would ever issue a final ruling against subscription television, no matter how sour the system has turned.

There is another reason why it would be unwise to authorize subscription television on the basis proposed by the Commerce Committee staff. The staff recommends the use of existing television stations for its proposed "test." Every subscription program broadcast on such a station would mean a free program denied the public. This would not be public service, as we understand the term.

To the members of the Senate Commerce Committee we respectfully suggest a modification of the staff proposal. Let the "test" be operated on non-broadcast subscription television, fed to the customer by wire.

To the viewer it would make no difference whether the program came to him through the air or through a cable. The present free service would not be impaired.

Toward Fulfillment

THE pattern for effective public relations for all broadcasting has been drawn by NARTB (which by next Jan. 1 is destined to become NAB again). A well-conceived plan produced under the direction of the *ad hoc* public relations committee appointed last year won unanimous endorsement of the joint NARTB board of directors at its Hollywood, Fla., meeting 10 days ago.

On paper, the plan looks good. Donald W. Martin, assistant to the president in charge of public relations, had much to do with its production, as did Mr. Fellows. It will take some years and considerably more than the $111,000 earmarked for this year to carry it to fruition.

Public relations is not a commodity that can be produced on a production line. It is a process of building, brick upon brick. It's a task of combatting attitudes, notably as they apply to commercial aspects and programming.

Thus, execution of the plan will depend not alone upon the dollars available for the manpower and the machinery, but, more importantly, upon the ingenuity and the resourcefulness of the men running it. Then there's the cooperation that must grow out of confidence, of all the people who live by microphone or camera, in front of or behind them.

In these columns, we have discoursed on "Broadcasting's Crying Need"—of getting broadcasters off the defensive, through proper public relations. After all, every broadcaster is in the public relations business. We're happy to see NARTB give public relations top priority at a time when the need is urgent.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He won't sit down like the rest of them . . . that Phi Beta Kappa key's got to show!"

Donnybrook Affair

THE *entente cordiale* between the FCC and the Senate Commerce Committee, which has endured for several years, is over. When the FCC appears before the committee March 5, it will likely be a no-holds-barred affair.

The Democratic majority of the committee, if not the Senate, is unhappy about the manner in which the FCC has acquitted itself since the last session. The same would appear to go for the House majority, headed by Speaker Sam Rayburn, who both privately and publicly has expressed himself as grievously disappointed with the functioning of most administrative agencies, but particularly with the FCC.

Without alluding to specific cases (although several members of the Senate committee probably will particularize), the feeling is that the FCC has played politics, has been inconsistent, and has become subservient to the executive branch. Congress is jealous of its prerogatives. Administrative agencies, like the FCC, ICC, FTC and CAB, are arms of Congress and not of the executive under our coordinate federal structure. And the Senate committee, which is responsible for the legislation covering all of the independent agencies in transportation and communications, isn't disposed to let this go unnoticed.

The condition now is one that transcends erstwhile complaints that the FCC has been dragging its feet on television. Some members of the committee feel that the FCC majority regards itself as "above Congress" and has ignored Senatorial opinion, even to the point of being discourteous.

These are the charges. Whether they will hold up or not will become evident after the hearing.

Any way you look at it, the honeymoon is over.

Two Wrongs Don't Make a Right

YIELDING to ABC's request, the House Antitrust Subcommittee has decided to conceal ABC-TV billings and discounts for 1955 and the first half of 1956, despite having made public similar information which was given the subcommittee under the same circumstances by CBS-TV and NBC-TV.

ABC asked that the figures be kept secret because their revelation would disclose inconsistent discounts which would cause client trouble.

In our view, the subcommittee and its chairman, Emanuel Celler (D-N. Y.), have favored ABC to the detriment of CBS-TV and NBC-TV in this decision. Granted that the release of some of ABC-TV's deals would make life tougher for the network. Could it be said that the release of theretofore confidential dollar figures for CBS-TV and NBC-TV did not work to the competitive disadvantage of both?

Mr. Celler and his subcommittee should never have opened any network's books to begin with. Once the first was opened, however, all should have been treated alike.

ON TOP IN SAINT LOUIS

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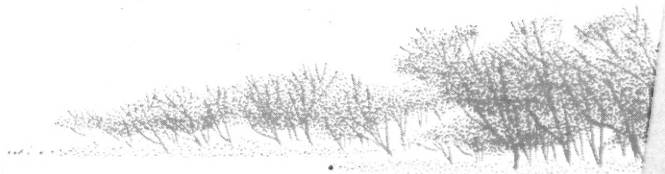
INDEED, CONSISTENT AUDIENCE LEADERSHIP!

Pin-pointed by survey after survey. (Nov. ARB Share of Audience Average, 6 p.m. to midnight: KWK-TV 52.1%; the #2 station: 46.2 (2.2 other).



The Leader in St. Louis Television

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